

LIFE

A REMARKABLE NEW SERIES

AMERICA'S LEGENDS

A VIVID HERITAGE RECALLED



REG. U. S. PAT. OFF.

AUGUST 31, 1959

ENS and MAY BRITT as "the BLUE ANGEL"

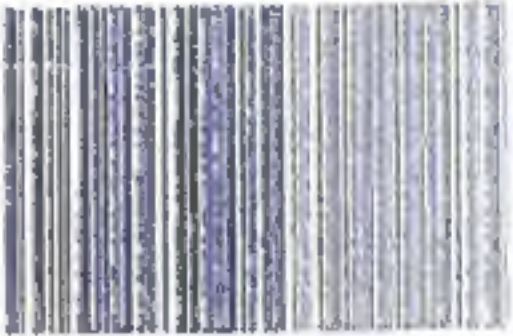


It pleased her to know her husband was watching
...and hurting inside!



But she always came back...to remind him he
wasn't man enough to break away!


Foldout slip-sheet

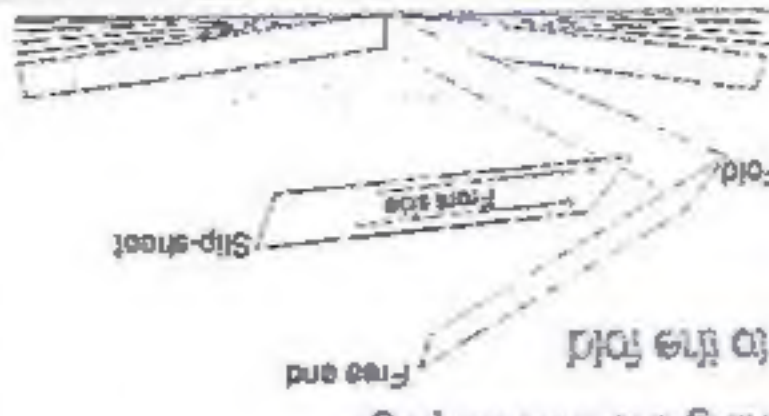


GbsSlipSheet-001

Foldout slip-sheet

1. Open the foldout page
2. Insert this sheet with
 1. Front side touching the foldout page
 2. Arrow pointing to the fold
3. Slice the folded edge
4. Close the page





1. Front side touching the foldout page
2. Insert this sheet with
3. Slice the folded edge
4. Close the page

Copyright 2008 Google, Inc.
All Rights Reserved.

1. Follow instructions on the other side

Back

GbsSlipBack-001B



Back

1. Follow instructions on the other side

20th
Century-Fox

presents A JACK CUMMINGS Production starring **CURT JURG**

with THEODORE BIKEL • Directed by EDWARD DMYTRYK • Screenplay by NIGEL BALCHIN

COLOR by DE LUXE • Stereophonic Sound **CINEMASCOPE**

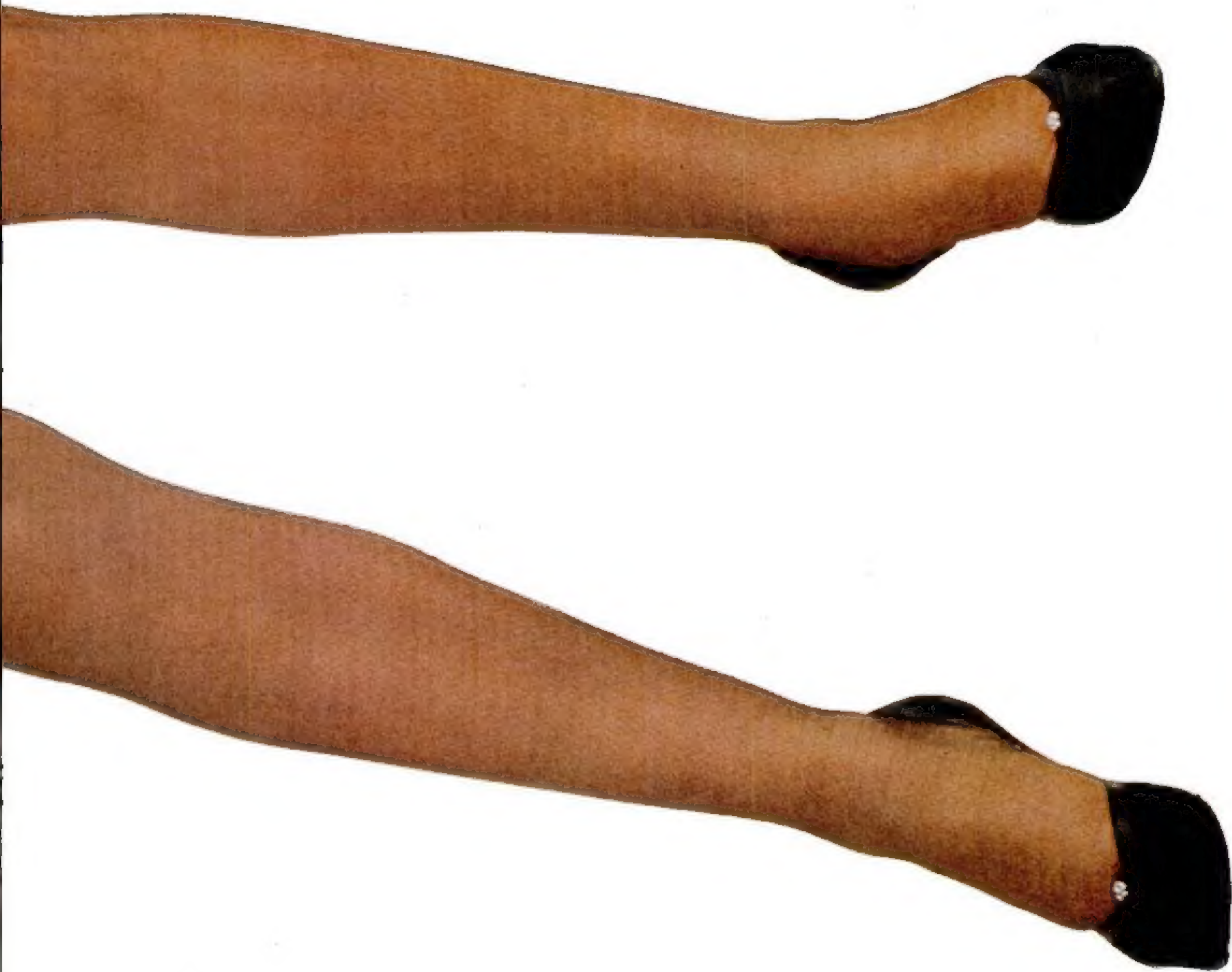
*"I
live
for
love!"*





THE TALE OF RIP VAN WINKLE

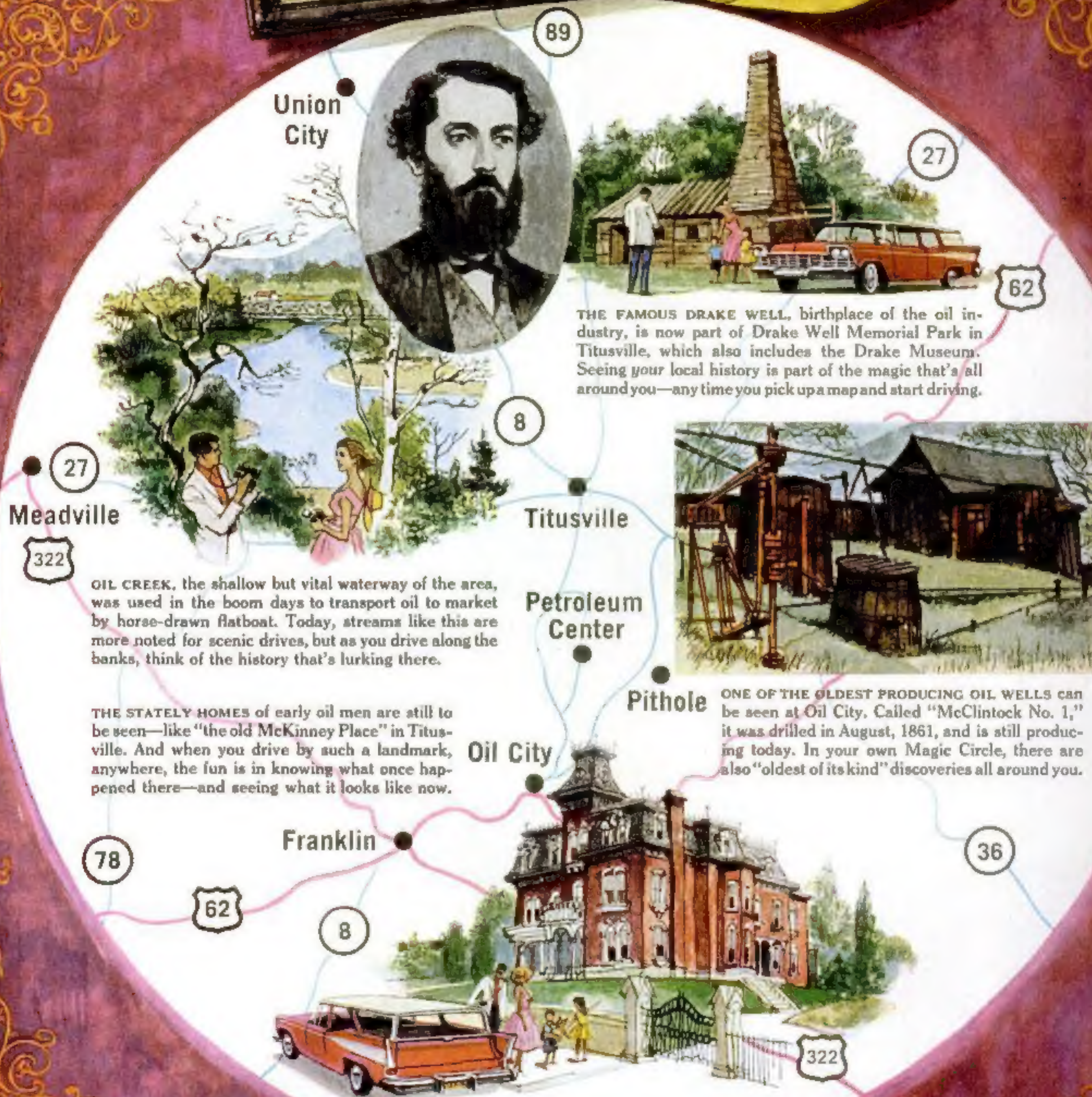
*could a man have a better reason
for throwing
his life
away
?*



PENNSYLVANIA'S

OIL CENTENNIAL

MAGIC CIRCLE



On August 27, 1859, a man named Drake drilled the first oil well in the United States—and quickly turned this quiet section around Titusville, Pennsylvania into a roaring area of colorful boom towns. And here, the Petroleum Industry was born.

Today, the mementos of those times make this area an "Oil Centennial Magic Circle"—and a perfect example

of the kind of thing you can find in your own area. Because all around you, anywhere you live, there's a "Magic Circle" full of fascinating things to see and do by car.

This series of advertisements is published by Ethyl Corporation, to help you get more enjoyment out of your car. Ethyl Corporation manufactures antiknock compounds used by oil companies everywhere to improve their gasolines and your driving pleasure.





I feel wonderful...

because I just called the folks Long Distance.
You'll feel wonderful, too, every time you enjoy a
Long Distance telephone visit with your family!

BELL TELEPHONE SYSTEM

Call by Number. It's Twice as Fast.



LONG DISTANCE RATES ARE LOW

Here are some examples:

Cleveland to Pittsburgh	45¢
Des Moines to Chicago	75¢
Washington, D.C. to Boston	85¢
Miami to St. Louis	\$1 ³⁵
San Francisco to New York	\$2 ⁰⁰

These are the Station-to-Station rates for the first three minutes, after 6 p.m. and all day Sunday. Add the 10% federal excise tax.

This One



UDCH-PA2-T7Z2

FACTUAL LEGENDS, LEGENDARY FACTS

What is fact? What is fiction? What is objective? What is subjective? The line is hard to draw. For instance, the critics feel that Allen Drury's *Advise and Consent*, although a novel, tells more about the U.S. Senate than any factual reporting can reveal.



RIP AWAKENING

Indeed, the folklore and legends that have formed the American image tell us about ourselves. So in 11 pages of paintings by Artist James Lewicki, we re-explore our fabulous continent as it loomed in the imaginations of early explorers. Cities of gold, islands of lovely Amazons, springs of magic potency, Indian tribes who speak Welsh—the old dreams seem as alluring today as they were in the

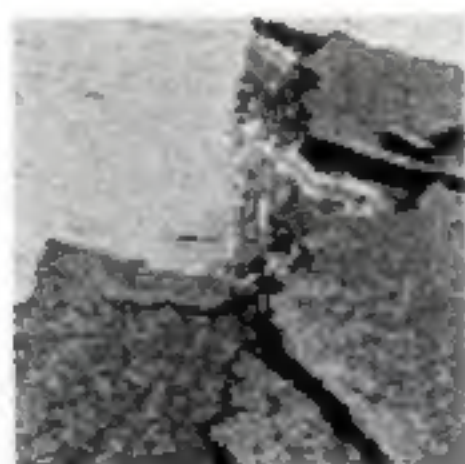
time of Cortez, Coronado or Hudson. And this is only the beginning. Other instalments in the series will deal with regional American folklore: Indian myths and lumber-camp yarns, pirate tales and ghost stories of cowboys.



JOHNSON RECOVERING

Even when we're dealing with provable (but unsaisic) facts we find real-life stories have a legendary quality. Clifford Johnson, for example, has become a legend of modern medicine. He was burned almost to death in Boston's Coconut Grove fire—half his skin turned to cinders. What happened is a tale of superhuman survival with a strange, ironic ending (pp. 88-98). Meanwhile the story of young love in a legendary U.S. family ends happily, as Anne Marie and Steven Rockefeller are married in Norway (pp. 103-106).

According to the ancient Greeks, earthquakes come about when Atlas shifts his terrestrial burden from one shoulder to another. The worst of them come when Atlas fumbles the ball and almost drops it. And that—as we show in pictures, some of them taken by the participants—was the feeling in Montana last week when an earthquake of epic proportions caused a mountain to collapse, roads to crumple and sent survivors fleeing in horror (pp. 16-25).



A ROAD CRACKING

In recent years no subject has built a larger body of lore around itself than U.S. teen-agers. It is interesting—or at least fresh—to note that teen-agers are a business as well as a social phenomenon. They spend a cool \$10 billion a year on themselves. For what? Well, our pictures on pages 78-85 show you.



TEEN-AGERS CONSUMING

COVER

The legend of Rip Van Winkle is depicted by James Lewicki, who has painted American folklore for LIFE's new series. At far left Rip climbs the mountain, at right center he drinks some of the bowling gnomes' enchanted moonshine, at left center he wakes up 20 years later, and at far right he returns to his village (see pp. 55-67)

THE WEEK'S EVENTS

The great quake that rocked vacationland: calamity near Yellowstone Park brings landslides, tragedies and narrow escapes **16**
 A Look at the World's Week **30**
 Hawaii's sunny summer school: in mass migration, mainland coeds mix some study with much fun **37**

EDITORIAL

Europe's amazing prosperity **26**

PICTORIAL ESSAYS

The folklore of America. New LIFE series on a colorful heritage. Paintings by James Lewicki **55**
 A young \$10 billion power: the U.S. teen-age consumer has become a major factor in the nation's economy. Photographed for LIFE by Yale Joel **78**

ARTICLE

A fearful ordeal by fire: a famous disaster brought Clifford Johnson agony, hopeless weeks and an unbelievable recovery. By Paul Benzaquin **88**

EDUCATION

Tough workout for tall I.Q.s: gifted graders do high school work in experimental school **45**

ANIMALS

Just 30,000 happy quills: a Nebraska farmer makes a prickly pet out of a porcupine **53**

MOVIES

A trio of greats pep up Shaw in the Lancaster-Douglas-Olivier film of *The Devil's Disciple* **68**

MUSIC

Muscular schmaltz artist: Pianist Roger Williams strengthens his fingers for more best-selling records **75**

PARTY

The Rockefeller and Rasmussen clans gather to give Norway a day to remember **103**

OTHER DEPARTMENTS

Letters to the Editors **6**
 Speaking of Pictures: the sights of New York City without lights **12**
 Miscellany: rainbow britches at Bad Axe **108**

© 1959 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

- COVER—PAINTING BY JAMES LEWICKI
 1—PAINTING BY JAMES LEWICKI—A.P.—STAN WAYMAN—YALE JOEL
 5—CEN. PROVIDENCE JOURNAL-BULLETIN
 12, 13—LT. BILL RAY—JOE SCHERSCHEL, RT. MEL FINKELSTEIN FOR NEW YORK JOURNAL-AMERICAN
 15, 17—WILLIAM A. MERRICK FOR RADIO STATION KBMR, STAN WAYMAN
 18, 19—LT. DON UHRBROCK, CHART BY MATT GREENE—WILLIAM A. MERRICK FOR RADIO STATION KBMR, ST. COURTESY FORDHAM UNIVERSITY SEISMIC OBSERVATORY—WILLIAM A. MERRICK FOR RADIO STATION KBMR—R. R. FARMAN
 20, 21—LT. ELEANOR ROST, RT. ELEANOR ROST—PAUL F. JESSWEIN AND EV O'HARE—JACK G. KING
 22, 23—LT. RICHARD HOOVER FOR KREM-TV, RT. R. R. FARMAN, STAN WAYMAN, CHRIS SCHLECHTEN—PAT PLAGA, CHRIS SCHLECHTEN
 24, 25—STAN WAYMAN
 30, 31—ROBERT PHILLIPS, A.P.—CARL IWA-SAKI, EDWARD CLARK, ALBERT FENN
 32—PHIL. HOOD—TOM RAIB FOR THE WHEELING INTELLIGENCER
 37 THROUGH 40—RALPH CRANE
 45 THROUGH 48—DON CRAVENS
 53—JIM DENNEY
 60, 61—JOSEPH MCKEOWN—UNITED ARTISTS
 70—UNITED ARTISTS
 75—LOUIS GOLDMAN
 78—E. ILLUSTRATION BY ERIK BLEGVAD
 88, 89—A.P. TED POLUMBUM (2)
 90—LEO GOODMAN
 92, 93—U.P.I.
 94—TED POLUMBUM
 98—U.P.I.
 103—PIERRE BOULAT
 104—PARIS-MATCH—ERIC HEDLUND FOR NEW YORK MIRROR
 105—JOSEPH MCKEOWN
 106—A.P.—JOSEPH MCKEOWN
 108—JOE CLARK

ABBREVIATIONS: CEN., CENTER; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; U.P.I., UNITED PRESS INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, AUGUST 31, 1959
 LIFE IS PUBLISHED WEEKLY BY TIME INC., 50 N. MICHIGAN AVE., CHICAGO 10, ILL.
 PRINTED IN U. S. A. SECOND-CLASS POSTAGE PAID AT CHICAGO, ILLINOIS AND AT ADDITIONAL MAILING OFFICES. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA.
 AS SECOND CLASS MATTER. SUBSCRIPTIONS \$3.50 A YEAR IN U. S. A. AND CANADA.

EDITOR-IN-CHIEF.....Henry R. Luce
 EXECUTIVE ASSISTANT.....Albert L. Furth
 PRESIDENT.....Roy E. Larsen

MANAGING EDITOR
 Edward K. Thompson

ASSISTANT MANAGING EDITORS
 Philip H. Wootton Jr.
 George P. Hunt
 Hugh Moffett

John K. Jessup.....CHIEF EDITORIAL WRITER
 Charles Tudor.....ART DIRECTOR
 Joseph Kastner.....COPY EDITOR
 Marian A. MacPhee.....CHIEF OF RESEARCH
 Ray Mackland.....PICTURE EDITOR
 SENIOR EDITORS: Donald Beringham, Gene Farmer, Ralph Graves, William Gray, Kenneth MacLeish, Tom Priddy, Roy Rowan, Sam Welles.

STAFF WRITERS: Herbert Breen, Roger Butterfield, Robert Coughlan, Frank Gibney, William Miller, Paul O'Neil, John Osborne, Loudon Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Louis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farberman, Andreas Feininger, Albert Penn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rousier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Campion, Lee Edginton.
 FILM EDITORS: Margaret Sargent, Nancy Braddon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John Dille, Mary Hammond, Euno Hobbing, Edward Kern, Sally Kirkland, Mary Leatherbee, Norman Rosa, David Scherman, Dorothy Seiderling, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: David Bergamini, Earl Brown, Mathilde Canache, Charles Champlin, Robert Drew, Terry Drucker, Timothy Foote, Nancy Genet, Eleanor Graves, Muriel Hall, Monica Horne, Patricia Hunt, Jerry Korn, Philip Kunhardt, Jeanne Le Monnier, James Lipscomb, Paul Mandel, Richard Maryman, Jack Newcombe, Joseph Roddy, Albert Rosenfeld, Irene Saint, John Stanton, Valerie Vandermuhl, Marilyn Welleneyer.

REPORTERS: Virginia Addison, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Robert Brigham, Margery Byers, Mary Cadwalader, Gail Cameron, Vivian Campbell, Barbara Cummings, James Delay, Jeanne Dempsey, Beatrice Dobie, Laura Ecker, Charles Elliott, Diana Fetter, Jack Fincher, Tom Flaherty, Jean Gibson, Frances Glendon, Judson Gooding, Kenneth Gouldthorpe, Gerry Gruen, Kathleen Hampton, Terry Harman, Alicia Hills, Judith Holden, Grayce Horan, Jane Howard, Alex Kerr, Nancy King, Richard Lewis, Harvey Loomis, John MacDonald, David Martin, George McCue, Joann McQuiston, Loretta Nelson, Clara Nicolai, Sheila Osmundson, William Pain, Betty Patterson, Maya Pines, John Porter, Stanley Price, Henriette Rosenburg, Louise Samuels, Diane Sawyer, Kathleen Shortall, Gregory Shaker, Ruth Silva, Charlotte Smith, Marian Steinmann, Sally Stockum, Jean Strong, Lucy Thomas, Martha Turner, Terry Turner, Alison Wehren, Thomas Wheeler, Margaret Williams.

COPY READERS: Helen Deuell (Chief), Dorothy Olson, Barbara Fuller, Catherine O'Haire, Virginia Sadler, Marguerite Seheps, Susanne Seixas, Rachel Tuckermann.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelberger, Matt Greene, Earle Kern, Albert Ketchum, Anthony Sadara, Richard Valdatt, John Woods.

PICTURE BUREAU: Natalie Kosok (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumita (Chief), George Karna.
 PICTURE LIBRARY: Doris O'Neil (Chief), Joan Norton-Taylor.

U.S. & CANADIAN NEWS SERVICE: James Shepley (Chief), Tom Carmichael, Richard Clurman, Helen Fennell, Marshall Lumsden, Charles Osborne—WASHINGTON: John L. Steele, Donald Wilson, W. K. Goodrick, Patry Parkin, Norman Ritter, Don Sebanche, Cuzco; Robert Ajemian, Henry Suydam, Jane Estes, John McDermott, Russell Sackett, Don Underwood; LOS ANGELES: Frank McCulloch, John Jenkinson, Shana Alexander, Peter Bunsel, James Goode, Art Seidenbaum, Davis Thomas, David Zeitlin; ATLANTA: Spencer Davidson, Richard Stolley, Robert Mason; BOSTON: Thomas Martin, Paul Welch; DALLAS: Mark Sullivan, Jane Scholl; DENVER: Barron Beahar, Bayard Hooper; DETROIT: Marshall Berges, Richard Anthony; MIAMI: William Shelton; SAN FRANCISCO: James Truitt, William Trombley; SEATTLE: Wilbur Jarvis; ANCHORAGE: William Smith; OTTAWA: Arthur White, Oliver Clausen; MONTREAL: Harrison Lilly; TORONTO: Kenneth Froid; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John Hughes (Chief), John Boyle, George Caturani, Florence McNeil—LONDON: Robert Manning, Richard Pollard, Anne Angus, Ruth Lynan, Robert Morse; PARIS: Frank White, Milton Orshelsky, Will Lang, Gabrielle Smith, David Snell; BONN: John Meeklin, John Mulliken; VIENNA: Dwight Martin; ROME: Walter Cuzzardi Jr., Don Jane Haublin; RABAT: Stanley Karnow; JOHANNESBURG: Curtis Prendergast; ATHENS: Donald Burke; BEIRUT: William McHale; NEW DELHI: Donald S. Connery; HONG KONG: James Bell, Scot Leavitt; TOKYO: Alexander Campbell; MEXICO CITY: Harvey Rosenhouse; PANAMA: Bruce Henderson; RIO DE JANEIRO: George de Carvalho; BUENOS AIRES: Piero Saporiti; LIMA: Lee Hall.

PERMISSION.....Andrew Heiskell
 GENERAL MANAGER.....Robert T. Moon
 ADVERTISING DIRECTOR.....Clay Buckhout

Stop Bad Breath with Colgate

WHILE YOU **Fight Tooth Decay All Day!**



Brushing with Colgate helps give the surest protection all day long! Because of all leading toothpastes, only Colgate contains Gardol!

FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!



COLGATE WITH GARDOL FIGHTS BOTH
BAD BREATH AND TOOTH DECAY ALL DAY

Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes, only Colgate contains Gardol to form an invisible, protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember! Nothing takes the place of brushing—and nothing brushes better than Colgate!



Same wonderful flavor
in the tube or new
aerosol container!

World's Largest Selling Toothpaste

Colgate Dental Cream with Gardol CLEANS YOUR BREATH while it CLEANS YOUR TEETH!

†TOP THREE BRANDS AFTER COLGATE GARDOL IS COLGATE'S TRADE MARK FOR SODIUM N-LAURYLSULFOSUCCINATE. ©1959, COLGATE-PALMOLIVE COMPANY

LETTERS TO THE EDITORS

FALLS FOR FUN

Sirs:

My hands perspired and my face tensed with anticipation of my third parachute jump as I read London Wainwright's article on this most exhilarating sport ("A Growing U.S. Fad: Falls for Fun," *LIFE*, Aug. 10). He has expressed the feelings of the novice parachute jumper superbly.

MORTON S. SHATKIN

Berkeley, Calif.

Sirs:

As secretary of the oldest sports parachuting club in the U.S., I wish to express our thanks for your article on sports parachuting. It is without doubt the most accurate examination of the sport published in a national magazine.

To show our appreciation in a more material way, we offer a free jump to any interested member of your staff.

DAVID K. MACDONALD

Cambridge Parachute Club
Boston, Mass.

Sirs:

Evidently the people in your parachuting article never read jumping's paratrooping General Jim Garm's observation that a parachute is a damned poor substitute for transportation.

BARNEY OLDFIELD
Colonel, USAF

Colorado Springs, Colo.

Sirs:

Pushing our eyeballs through "Falls for Fun," we stumbled into this monster word *anti-catapetaphobic*. We got a dictionary but your beast was not there. So we got a pill-pusher's book; same story. Please explain.

SHEILA BURNS

Santa Ana, Calif.

● Anti-catapetaphobia, derived from Greek, means the absence of fear of jumping from even a slight elevation. —ED

YOUNG ENTREPRENEURS

Sirs:

Not even a frosty glass of iced tea was as refreshing to me this summer as your article on the interesting, constructive and oftentimes well-paying ventures of enterprising teen-agers ("Surprising Successes of Young Entrepreneurs," *LIFE*, Aug. 10).

SALLY CRAWFORD

Detroit, Mich.

Sirs:

I was pleased to see that someone has finally taken the initiative in introducing to the public the other side of today's American youth. We are not all destructive and we appreciate a little encouragement now and then.

VERNON C. GRIMES JR.

Elon College, N.C.

Sirs:

The article on young entrepreneurs interested me. My newspaper has been in business more than a year now. Called *The Log*, it is published biweekly in the basement of my home. Made up of local news in our community of Washington Park, it also has sports, editorial, TV and radio pages.

The Providence Commissioner of Public Safety has awarded the paper a press pass. Usually only reporters over the legal age limit can obtain the pass.

PETER A. CASSELS

Providence, R.I.



PUBLISHER CASSELS (RIGHT), EDITOR LEWIS COHEN

VICE PRESIDENT IN RUSSIA

Sirs:

Vice President Nixon has paved the way for a new feeling of peace and security for America and Russia ("A Barnstorming Masterpiece," *LIFE*, Aug. 10). I foresee a new era of neighborliness and friendship.

KATHARINE T. JACOB

Ripon, Wis.

Sirs:

I am confident that, with the election of a Democratic president next year, Nixon will win his richly deserved appointment as Cultural Attaché to the American Embassy in Moscow.

MARTIN B. MILLER

Nashville, Tenn.

Sirs:

People who conduct themselves as admirably as have Pat and Dick Nixon on their travels certainly show the attributes needed for the President and First Lady.

MIRIAM MARTIN

Excelsior, Minn.

Sirs:

That cover picture is an inspiration. There is a certain rather "jarred" uncertainty in the steeliness of Mme. Mikoyan's face. A look of shy surprise overcomes the set features of Mme. Khrushchev, like that of a child thrust into the limelight. Mme. Kozlov is obviously waiting for a cue from Mme. Khrushchev. Mrs. Nixon, with her attitude of loving unity, makes possible this remarkable photograph.

ALISON M. NYDEGER

Chagrin Falls, Ohio

EDITORIAL

Sirs:

It's time we put a stop to this continuous round of wage and price increases ("A New Kind of Steel Strike," *LIFE*, Aug. 10). To stop inflation labor leaders must stop promising workers yearly wage increases. They should bargain with the employers instead for a decrease in prices and no wage increase. Let's demand price cuts all around and we will all be better off.

JACK RENN

Brooklyn, N.Y.

Sirs:

I read your editorial with amazement and disgust. It seemed to equate management's position with that of public interest. If management is so interested in an anti-inflationary policy, why did they not cut steel prices before now?

CLAYDE W. ROACH

Harrisburg, Pa.

A NEWER NEW YORK

Sirs:

Your magnificent color display, "A Newer New York" (*LIFE*, Aug. 10), was a fascinating example of photo journalism at its best. It told more about the dynamism of Manhattan than anything I have seen in a long time.

KENNETH B. KEATING

U.S. Senate
Washington, D.C.

Sirs:

Photographers Dmitri Kessel and Farrell Grehan deserve gold medals!

DAVID E. THORPE

Miami, Fla.

Sirs:

The Indian who sold Manhattan for \$24.00 was a sharp salesman. If he had put his \$24 away at 6% compounded semiannually, it would now be \$9.5 billion and could buy most of the now-improved land back.

S. BRANCH WALKER

Stamford, Conn.

Sirs:

As a nonobjective painter I was particularly impressed with the startling abstract qualities of these "realistic" photographs. Every one of them resembled the works of leading abstract-expressionist painters. Perhaps the modern artist is not as "nonobjective" as he thinks he is. Making us really see what we once had only looked at, he demonstrates the profound truth in Oscar Wilde's quip that life copies art.

HAROLD LEWIS

New York, N.Y.

BARDOLATRIE

Sirs:

After reading of "Bardolatrie in Paris" (*LIFE*, Aug. 10) I couldn't help but chuckle at the Union Oil Company's advertisement on page 70 in the same issue. The touselled mane of the lion definitely has the "Bébé Look."

MARIE L. PATERSON
Alameda, Calif.



TV'S REMARKABLE RUBE

Sirs:

I am writing in order to express my appreciation of the article on Cliff Arquette ("Television's Remarkable Rube," *LIFE*, Aug. 10). It was in perfect tune with "Charley Weaver," a joy to read.

J. L. JACKSON

Morrison, Ill.

A LOOK AT THE WORLD'S WEEK

Sirs:

In "A Canine Countdown" (*LIFE*, Aug. 10) you stated that the odds against dogs finishing a race according to their past positions are 362,880 to 1. The chances of its happening are 1 out of 362,880. But the odds against its happening are 362,879 to 1.

DANIEL FENDEL

New York, N.Y.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois

Please send ONE YEAR OF LIFE for \$5.95
(this rate is available to you in the continental U. S., Alaska, Hawaii, Puerto Rico, Virgin Islands, and Canada—one year at LIFE's single copy price would cost you \$9.88)

to _____

_____ address _____

_____ city _____ state _____

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your Zone Number in your address. The mail you send will get there faster, too, if the address carries a Zone Number.

L-3435

Please address all correspondence concerning LIFE's editorial and advertising content to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE
540 N. Michigan Avenue
Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes *TIME*, *FORUM*, *SPORTS ILLUSTRATED*, *ARCHITECTURAL FORUM* and *HOUSE & HOME*.
Chairman, Maurice T. Moore; President, Roy E. Larsen
Executive Vice President for Publishing, Howard Back
Executive Vice President and Treasurer, Charles L. Stillman
Vice President and Secretary, D. W. Brumbaugh
Vice Presidents, Edgar R. Baker, Bernard Barnes, Cay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Haskell, C. D. Jackson, J. Edward King, James A. Linn, Ralph D. Paine, Jr., P. L. Prentice, Weston C. Pullen Jr.
Comptroller and Assistant Secretary John F. Harvey

Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

A little change can make a fabulous difference. She knew that the very first time she tried Miss Clairol. Seems she'd never realized how flattering clear young hair color can be . . . or that even first gray strands add years to a woman's looks. Now she counts on Miss Clairol—*but always!* It keeps the color radiantly fresh and her hair is in beautiful condition—lovely, livelier than ever.

And that's why hairdressers all over the world recommend Miss Clairol, use it every time to add lasting young color to fading hair. And because it *really* covers gray! But best of all, they like the way it conditions the hair, keeps it silky, sparkling, completely natural-looking—and you will too! With results so sure, why not try Miss Clairol yourself! Today. Takes only minutes!

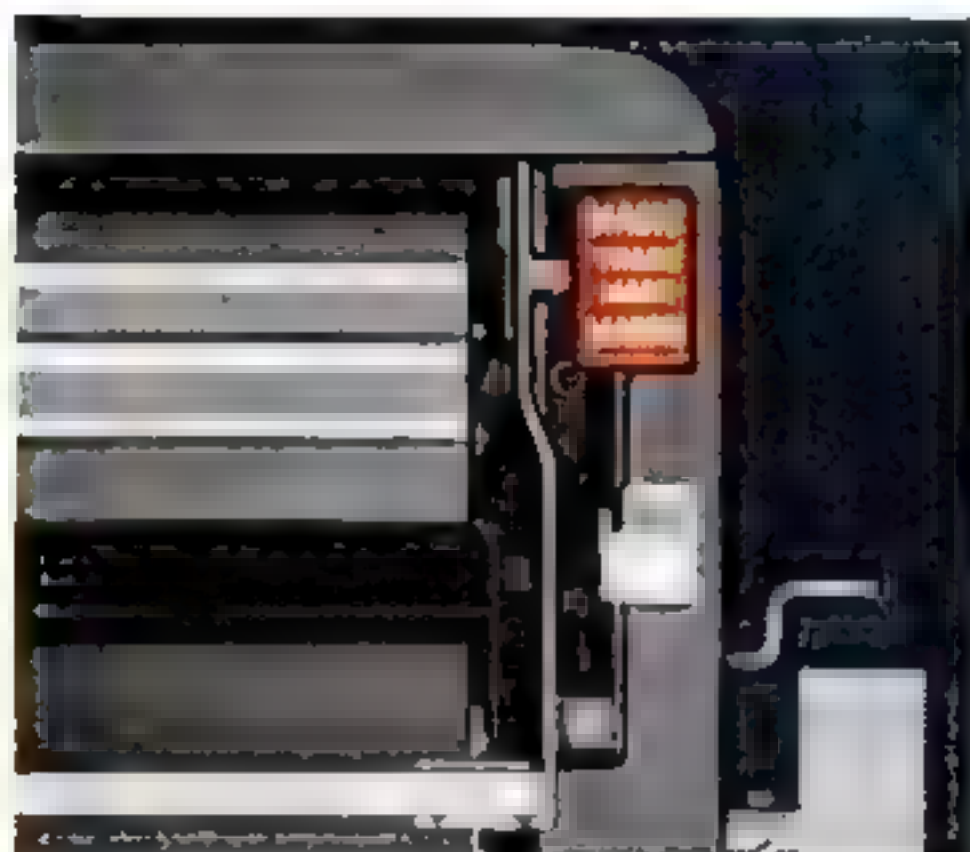


MISS CLAIROL HAIR COLOR BATH® MORE WOMEN USE MISS CLAIROL THAN ALL OTHER HAIRCOLORING COMBINED

© 1999 CLAIROL INCORPORATED, STAMFORD, CT 06907 AVAILABLE ALSO IN CANADA

Back-to-School with

The ONE portable
with Standard
Office Typewriter
features...
performance...
durability.



Magic® Margin. Easiest means of setting margins . . . quickly, neatly and accurately. Just set and re-set margins automatically at the touch of a button. Only Royal gives you this important convenience.

2457	5681	9715
1268	7765	7926
741	1243	8079
8752	813	7810



Magic® Column Set. A time-saving and work-saving convenience that helps you type figures quickly. It lets you set columns automatically right from the keyboard by just pressing the Magic Column Set Key.



Twin-Pak®. Royal's own exclusive ribbon change. It's so easy, so fast—and no smudges on your fingers or copy. You just lift out the old Twin-Pak . . . drop in the new without touching the ribbon.



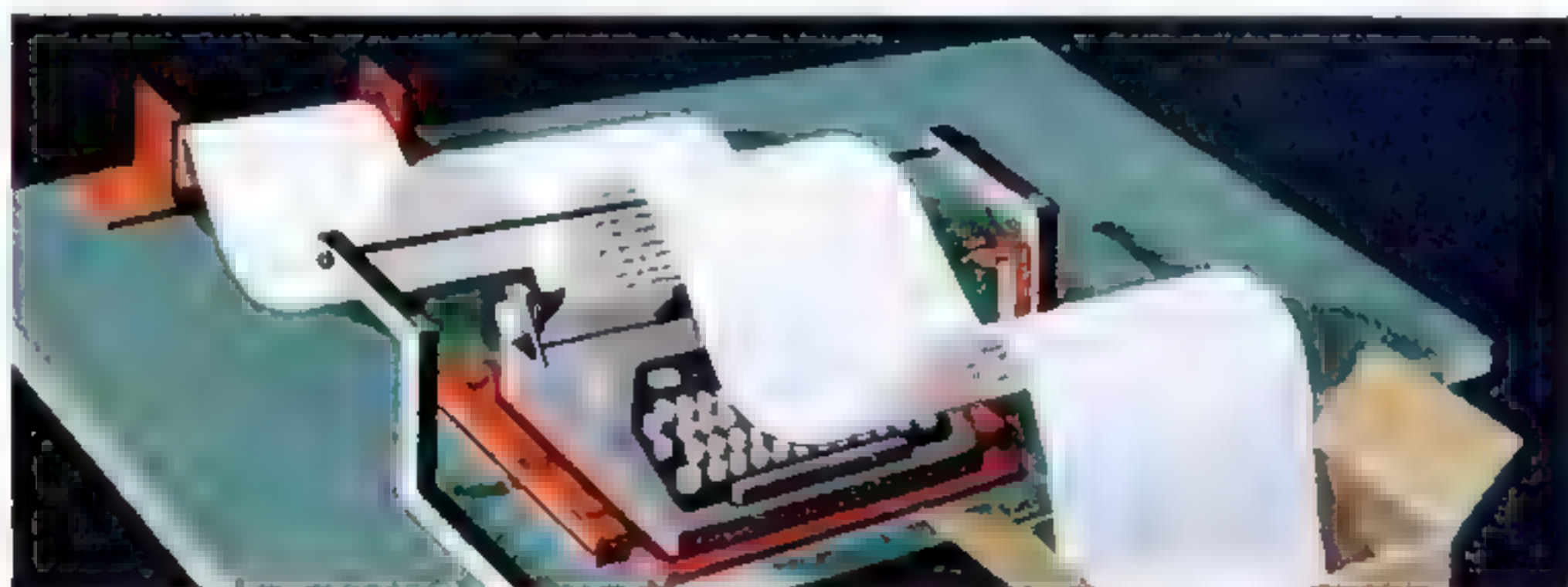
Touch Control®. Whether *your* touch is extra-heavy or as light as a feather, you can adjust the keys to suit it. Individual keys have coil springs—each with its own tension. Another Royal exclusive!



Full Standard Keyboard. 44 keys, 88 characters—two on each key. Same as a Standard Typewriter. Fully American key arrangement. Sloping keyboard, too—and Royal's own exclusive finger-flow key design.



All-Clear Writing Line. You can read a full line of type, as you type it—clearly and quickly. There are no prongs or loops at the printing point to obscure words being typed. Eliminates erasure problems.



96-Year Test Proves Amazing Endurance. A stock model Royal Portable was tested night and day at 100 words a minute at an independent testing laboratory, for 2,000 HOURS WITHOUT A SINGLE BREAKDOWN!

The *only* portable that was ever subjected to such rigorous testing. This is factual proof of Royal RUGGEDNESS! In addition, the new FUTURA® has solid, one-piece, unitized construction for extra durability.

Because you want the best for your back-to-schooler . . . and the best value, too . . . consider these important Royal advantages!

New Royal FUTURA



FUTURA model

The proof is right on this page—this Royal Portable is the finest portable made. It will take your young student through school . . . through high school and college . . . and a long career in business. It's your best investment in his future.

And think of this, you may pay less for a portable, but you'll find that the difference is no proper substitute for the incomparable FUTURA's quality, performance and dependability. Ask your Royal Portable dealer about his easy payment plan.

Comes in 3 two-tone colors and handsome luggage carrying case.

ROYAL

World's most wanted portable

Product of Royal McBee Corporation,
World's Largest Manufacturer of Typewriters.

*Trademark of Royal McBee Corporation

They said it couldn't be done...

They said nobody

could do it...

but —

L&M is
LOW
in tar

with
More
taste to it

Don't settle for one without the other!

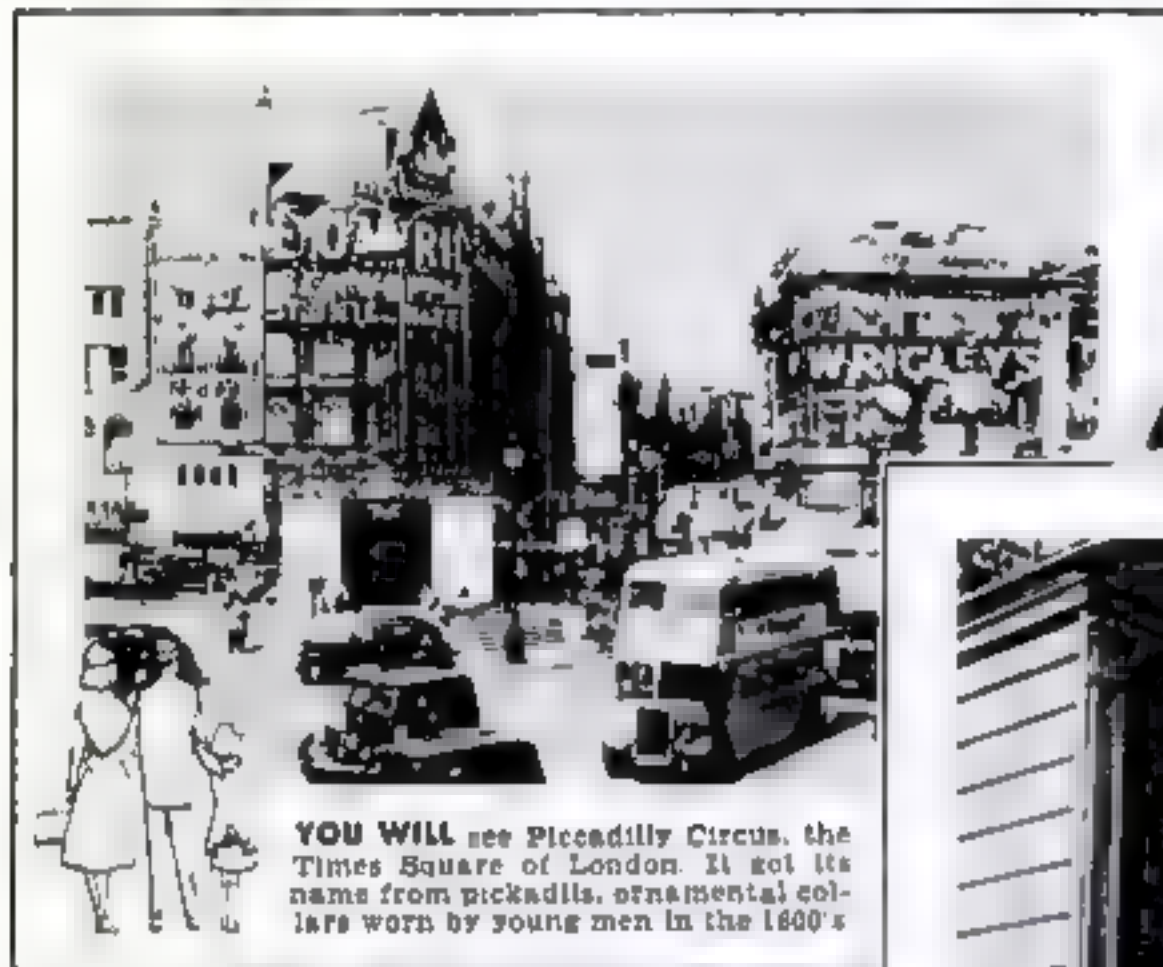
"**L&M** is kindest to your taste," says James Arness. "There are two good reasons why I know you'll like 'em. They're truly *low* in tar, with *more* exciting taste than you'll find in any other cigarette."

LOW IN TAR: L&M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke . . . makes L&M truly *low* in tar.

MORE TASTE: L&M's rich mixture of slow burning tobaccos brings you *more* exciting taste than any other cigarette. **LIVE MODERN...CHANGE TO MODERN L&M**

L&M
FILTERS

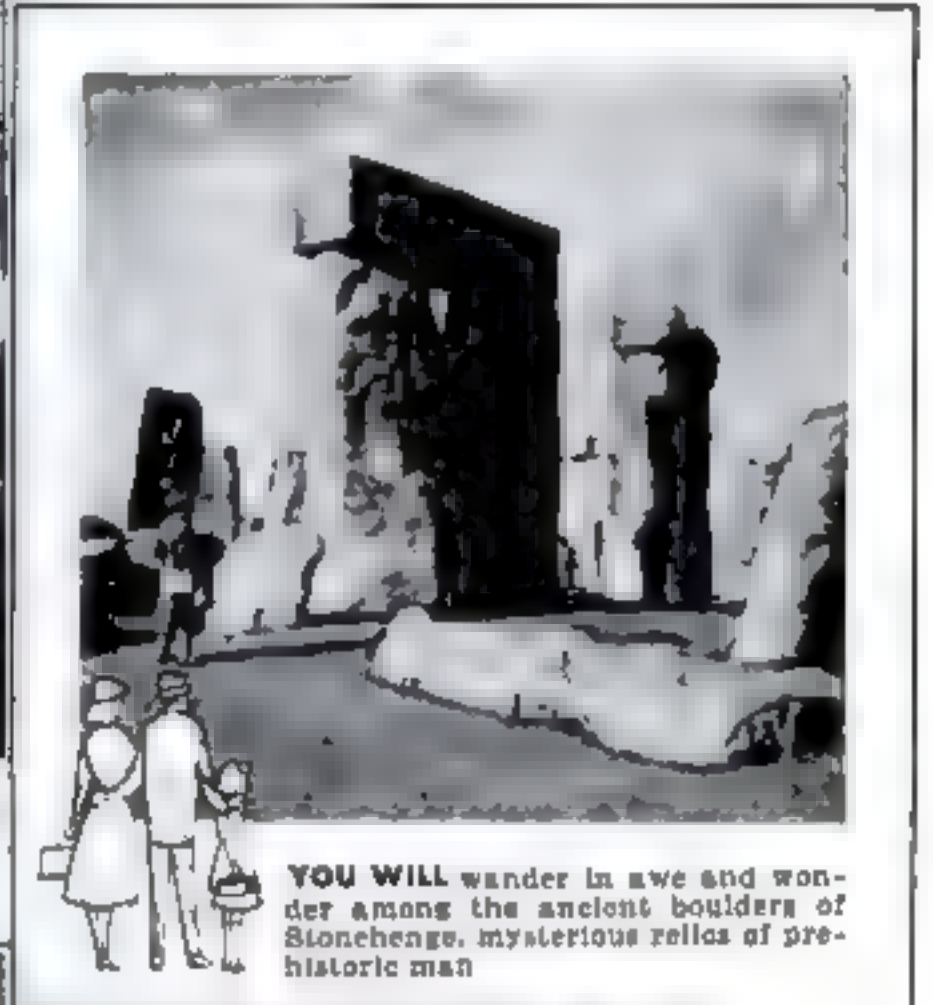
Imagine "Touring" ENGLAND for only 10¢



YOU WILL see Piccadilly Circus, the Times Square of London. It got its name from pickadills, ornamental collars worn by young men in the 1600's



YOU WILL stop for "fish and chips" at quaint inns such as this one, built in the traditional style with deep thatching on the roof



YOU WILL wander in awe and wonder among the ancient boulders of Stonehenge, mysterious relics of pre-historic man



YOU WILL thrill to the dazzling Crown Jewels, now safely stored in the once-infamous Tower of London.



YOU WILL see Buckingham Palace, home of Queen Elizabeth II and the colorful Palace Guards



YOU WILL visit Westminster, where Parliament meets. From its famous clocktower booms "Big Ben," a sound carried around the world by radio

THE AMERICAN GEOGRAPHICAL SOCIETY invites you to accept this exciting "tour" of ENGLAND...plus a **FULL-COLOR WALL MAP OF THE WORLD**...a Combined \$3.00 Value for only 10¢...to introduce you to the Around the World Program

YES, just one dime takes you on a "magic carpet" tour of Merrie England. Without stirring from your home you can explore every nook and cranny of this storied island. You will see the thatched-roofed cottage of Shakespeare's bride, Anne Hathaway... the White Cliffs of Dover... "the original round table of King Arthur," a circle of thick oak 17 feet across... the strange, ancient monuments of Stonehenge. You will ride a double-decker bus through Piccadilly Circus, the Times Square of London... visit the bell foundry where our own Liberty Bell was cast... and rest in the shade of the greenwood trees of Robin Hood's Sherwood Forest. *You will get to know more about England than many tourists who actually visit there in person!*

THE AMERICAN GEOGRAPHICAL SOCIETY makes this generous offer to acquaint you with a new kind of home education hobby — an exciting way for every member of the family to learn about

the interesting places and people of the wonderful world in which we live

How You "Visit" a Different Land Each Month

Each month you receive a set of full-color photographs and an informative illustrated guidebook album with spaces for mounting the prints. By means of these prints and albums, prepared under the guidance of American Geographical Society experts, you and your family "visit" a different country every month. You go sightseeing in strange cities. In quaint little villages you observe native costumes, customs, and crafts. An expert on the region spins stories of great battles, national heroes, ancient legends. You pore over maps showing principal cities, rivers, mountains.

Helps Children in Later Life, Too!

Here is an educational hobby for the whole family. It will give your children a

tremendous advantage not only in school but in later life, in a world where other countries are only hours away by air. And you, yourself, will find this an enjoyable way of planning trips — or re-living them.

Just Mail Shipping Label With Only Ten Cents

To acquaint yourself with this new project, accept the offer described here. There is no cost or obligation whatever — this is merely a "demonstration" offer. If, however, you are delighted with your trial package and do wish to continue on your

"trip around the world," you pay only \$1 for each monthly tour thereafter. And you may cancel at any time. Mail Shipping Label NOW. **AMERICAN GEOGRAPHICAL SOCIETY'S Around the World Program, Dept. 9-LF-8, Garden City, N.Y.** (Same offer in Canada. Address 105 Bond St., Toronto 2. Offer good only in U.S.A. and Canada.)



YOU GET ALL THIS FOR ONLY 10¢ (TOTAL VALUE \$3.00)

- 25 breathtaking **FULL COLOR** prints of England's most fascinating sights.
- Authoritative album on England in which to mount pictures, plus informative text on England's history, customs, arts, legends, geography, etc.
- Giant **MAP OF THE WORLD** in beautiful color,

prepared by leading geographical experts. Opens to 3½ feet wide! A magnificent wall decoration. Retail value \$2.00.

In addition, if you decide to continue, you will receive *Free* a beautiful pull-drawer library case large enough to hold a number of albums.



Terms of this offer:

- 1 — You will send me the sample package described here to keep for only 10¢.
- 2 — If I do not wish to continue after examining this package, I will simply notify you.
- 3 — If I do decide to continue, I understand you will send me an album and color-print set each month for only \$1 plus few cents shipping. Later you will send me a library case for my albums.
- 4 — I need not take any specific number of albums and may resign at any time.

(Same offer in Canada. Address 105 Bond St., Toronto 2. Offer good only in U.S.A. and Canada.)

Tear Out and Mail This Entire

SHIPPING LABEL

Postmaster: This parcel may be opened for postal inspection. It contains 25 Full-Color Prints, Illustrated Guidebook-Album on England, and a Wall Map of the World.

American Geographical Society's Around the World Program Dept. 9-LF-8, Garden City, N.Y.

TO: Your Name.....
Address.....
City..... Zone...State... W 50

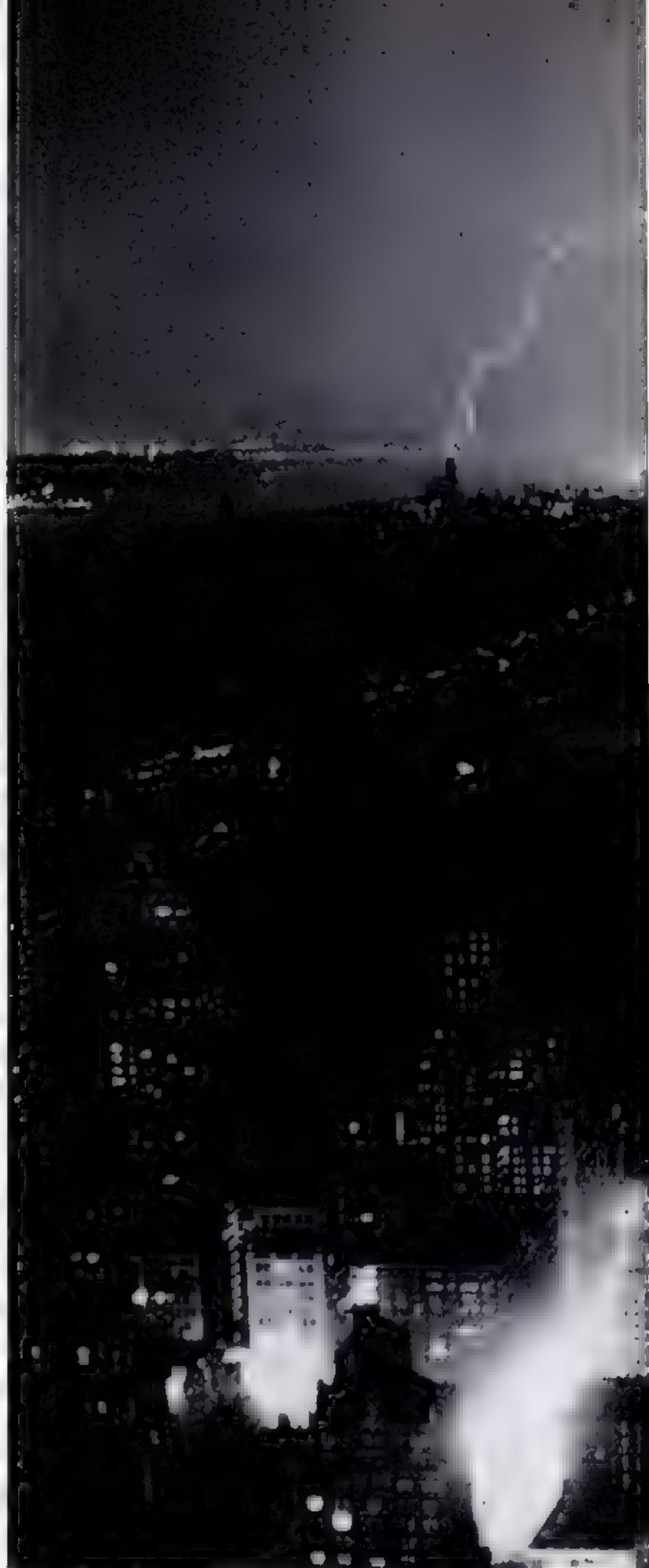
SPEAKING OF PICTURES



EMERGENCY POWER to transport Adolph Baer, 80, to his 14th floor Ansonia Hotel room is supplied by engineer Nicholas Zuvich. Cat makes trip unaided.



CANDLELIT AUTOMAT provides diners with a touch of Old World atmosphere. Local storekeepers ran out of candles and flashlights in a couple of hours.



DARKENED AREA RUNS FROM 110TH STREET (TOP) TO 69TH STREET. PARIS

SIGHTS OF CITY WITHOUT LIGHT



OF CENTRAL PARK (CENTER) RECEIVED LIGHT. DIRECT CURRENT KEPT SOME NEON SIGNS AND BUILDINGS LIGHTED. LIGHTNING HIT'S WASHINGTON BRIDGE

In the heart of glittering Manhattan island, a 500-block area lay swathed in darkness. Street lamps were out and no light shone from the many-windowed apartment houses. In their blacked-out homes, a half million New Yorkers made do without radio or TV. Those who ventured out found cafeterias taking on the candlelit airs of tea shoppes and taverns offering unrefrigerated beer without the usual juke-box blare. In the streets, people enjoyed watching police trying to unsnarl the minor traffic jams that resulted from the lack of traffic lights. Or they simply gathered

in little groups to savor the strange aura of a seemingly lifeless city.

A massive failure had cut off almost all electricity in the section that bounded Central Park and for almost 13 hours the area was without power. The huge use of air conditioners and refrigerators brought on by a heat wave may have been the basic cause of the failure. When the lights went on, the city congratulated itself that there had been no panic and little misbehavior. In an area where crime incidence is fairly high, police reported only a few misdemeanors and a couple of picked pockets.

Don't try to brush bad breath away—*reach for Listerine!*

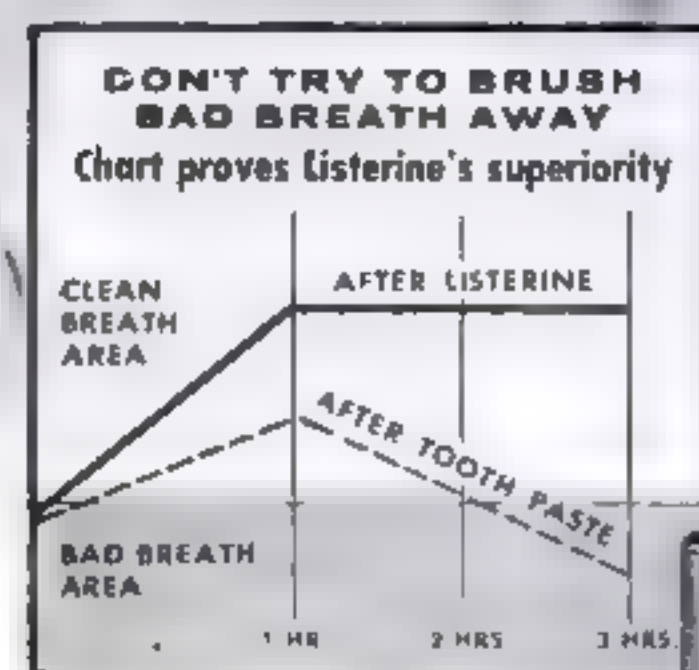
Listerine Stops Bad Breath 4 Times Better than Tooth Paste!



Tooth paste is for teeth—Listerine is for your breath.
You see, germs in the mouth cause most bad breath.
No tooth paste is antiseptic, so no tooth paste kills germs the
way Listerine Antiseptic does... on contact, by millions.

**Listerine Antiseptic stops bad breath four times better
than tooth paste—nothing stops bad breath as effectively
as the Listerine way.**

Always reach for Listerine after you brush your teeth.



Reach for Listerine



....Your No. 1 protection against bad breath

Quality at your feet...



Exciting new lightness in a butter-soft spectator

Weighs a fantastic five ounces...caresses your foot with soft, unlined calfskin . . . and fits like Naturalizers always do. See the Paddock pump at your retailer's. Tailored in briarwood, driftwood, red or black.

A great value at 14.99
Other styles, 8.99 to 14.99
HIGHER DENVER WEST and CANADA



PADDOCK

Naturalizer[®]

THE SHOE WITH THE BEAUTIFUL FIT

FOR NEAREST DEALER WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS.
ALSO MANUFACTURED IN CANADA BY PERTH SHOE COMPANY, LTD., PERTH, ONTARIO.



LIFE

Vol. 47, No. 9 August 31, 1959



HIGHWAY AND CABIN TORN LOOSE BY QUAKE LIE IN HEBGEN LAKE, MONT.

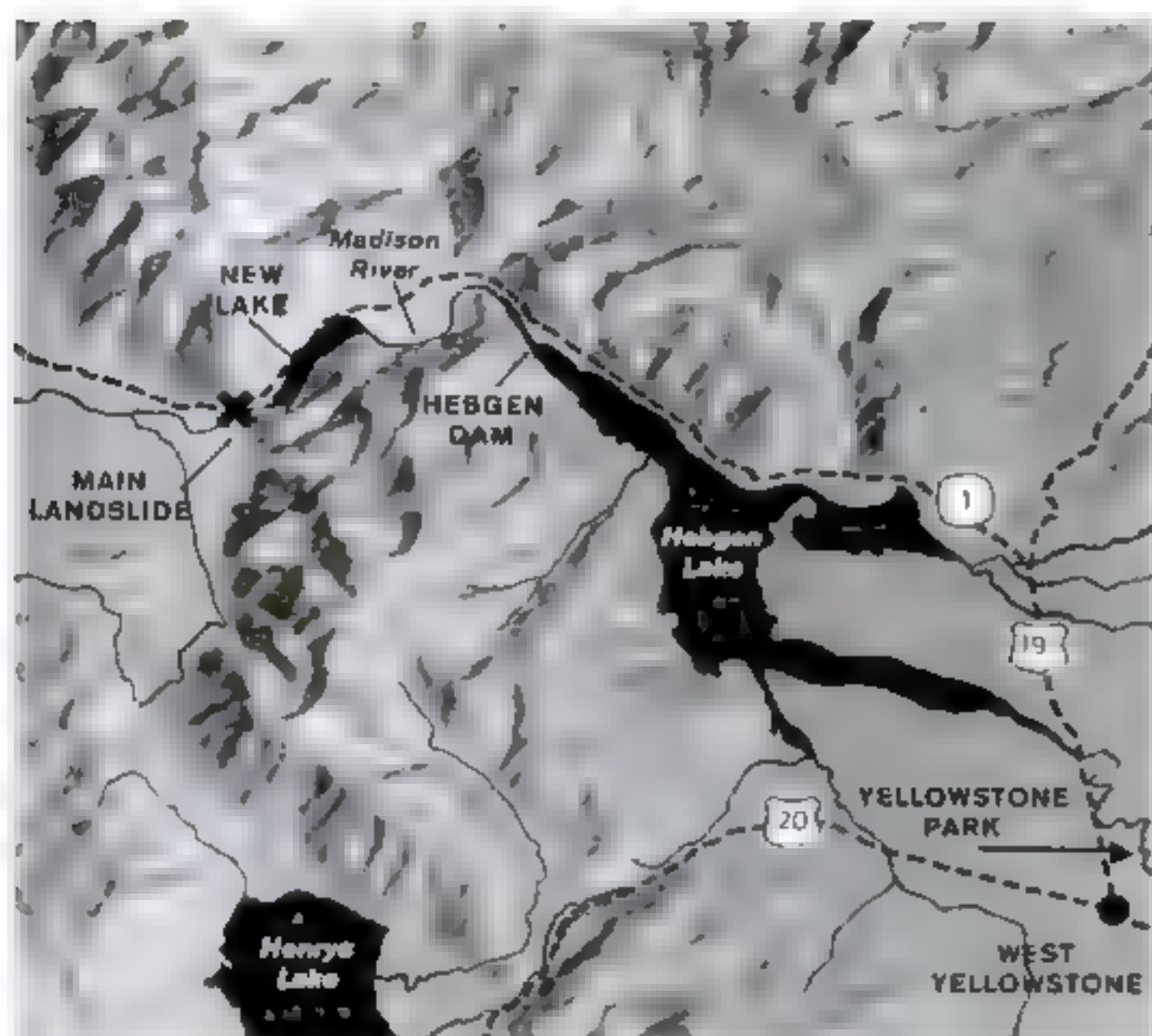
GREAT QUAKE THAT ROCKED VACATIONLAND

For hundreds of vacationers in the majestic mountainland near Yellowstone Park last week, summer efforts to get close to the beauty of nature changed to frantic attempts to escape from a calamity of nature. The man at left, waving at a rescue plane from a chaos of trees and boulders, has just been through a frighteningly unreal disaster. A series of earthquakes, third strongest ever recorded in the U.S., slammed hard through the region, unleashing forces that piled one tragedy upon another.

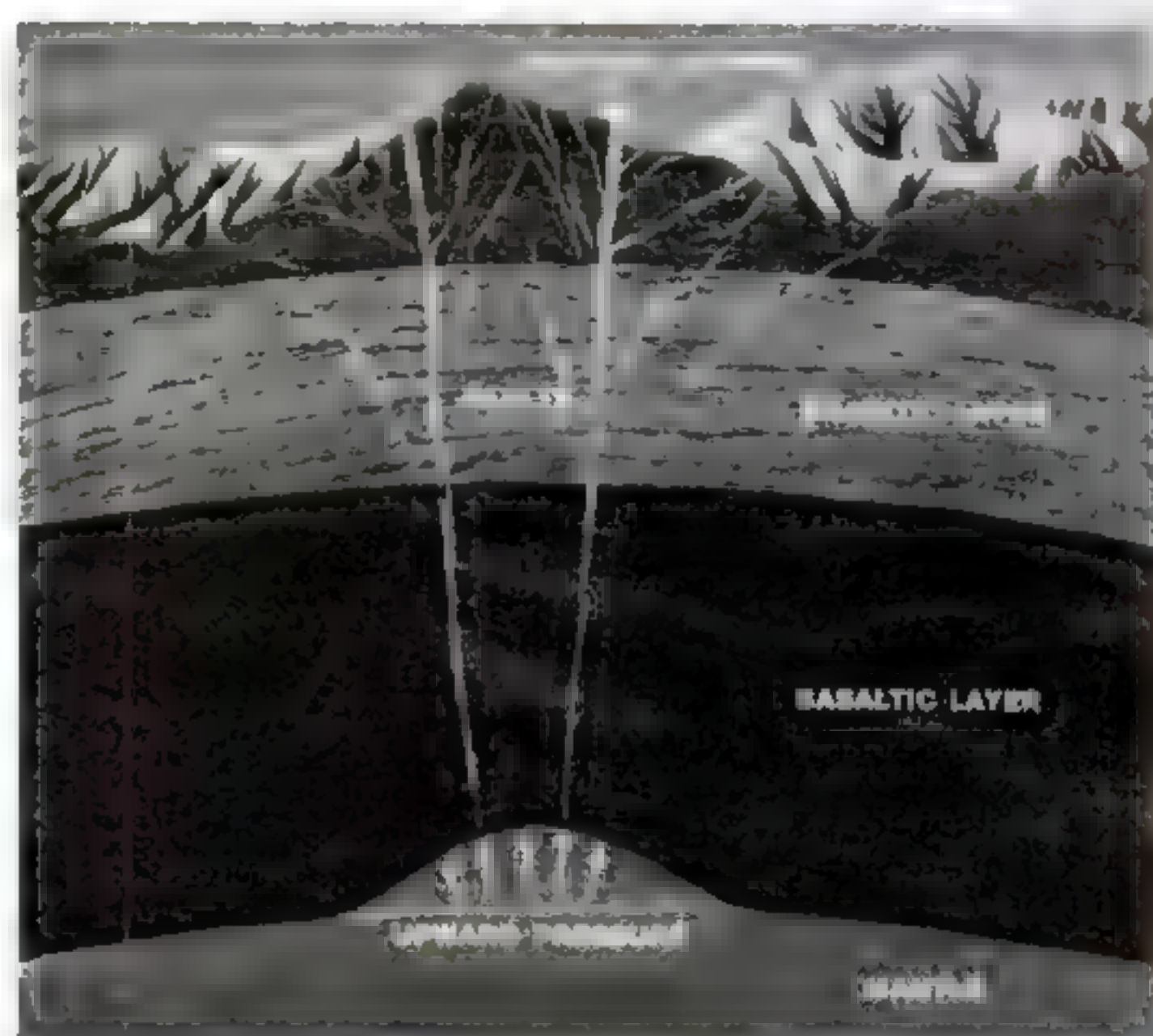
Hundreds of tourists who had just bedded down in tents and trailers bordering fine fishing waters suddenly felt the earth beneath them lurch sickeningly. Then came a thunderous boom as the top of a 7,600-foot mountain was jarred loose. Millions of tons of rock and earth spilled down into the Madison River. Debris blocked off the river, flooding the shores. Hurricane-force drafts whipped up by the landslides ripped clothes off people's backs. Wide cracks split campsites and sheared off roads. Chimneys fell in the resort town of West Yellowstone, Mont. As the earth kept quivering for hours with after-shocks, people fought to get out of traps caused by slides or searched frantically for family or friends.

The geologically young mountain country west of Yellowstone Park has long been known as potential earthquake terrain (pp. 18, 19). The disaster killed at least ten vacationers, but it may be months before it is known how many more were left buried in the quake's rubble.

STIRRINGS OF THE EARTH BELOW IN A REGION RIPE



MAP OF QUAKE AREA shows where main slide tumbled from Rock Creek and around Hebgen Lake, a natural "dam" and lake in the Madison River. Cave-in closed stretch of Hebgen Lake. Closed Montana Highway 1, trapped travelers.



CAUSE OF QUAKE was internal pressure pushing up along ancient fault lines in the earth's rocky upper layers (shown out of scale here for perspective clarity). The earthquake caused surface to slip downward about 15 feet vertically.

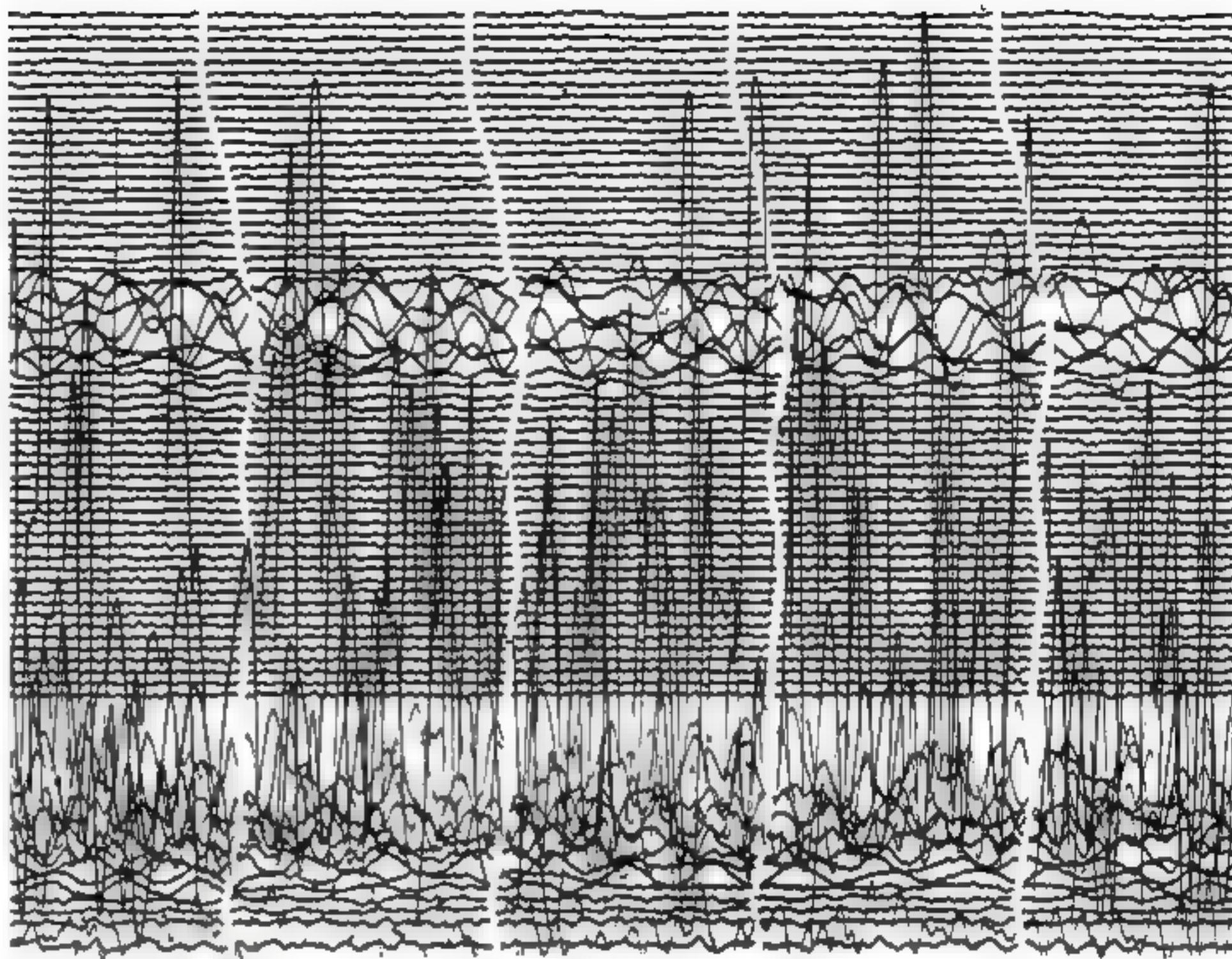


FOR UPHEAVALS

The drawing at left shows how earthquakes like the one at Hebgen Lake occur. The pressure in the earth's hot interior sometimes builds up intolerable stresses. When it does, the earth's mantle (the layer that covers the core) is pressed against the rocky layers above it, seeking an outlet for the excess energy.

The easiest outlets are cracks known to geologists as faults—created by ancient cataclysms. Some faults are horizontal, like the one that caused the San Francisco earthquake of 1906. The faults in Montana were vertical, dating back 70 million years when the Madison range thrust through the earth's crust. The geologic structure there is made to order for earthquakes. Other Montana quakes have received little notice, having occurred in remote areas. The Hebgen quake, though almost as intense as the San Francisco one, might also have passed relatively unnoticed if a dam and a group of vacationers had not been in the area.

When the Montana earth shook last week, its surface slipped down about 15 feet along several ancient faults, releasing vast quantities of rocky debris loosened by centuries of glacial activity and weathering. It was the force of the debris that did most of the damage.



RECORD OF QUAKE is shown in segment of day's tracing on seismograph at Fordham University, New York. Nearly straight horizontal lines are normal

vibrations. Lines beginning at bottom show Hebgen quake; height shows violence. Disturbance in center is smaller quake at Guadalcanal recorded earlier.



DAMAGED HEBGEN DAM was cracked at side of spillway (lower center). It was uncertain for a time whether it would hold or give way. With all roads

out of the area blocked by rock slides and cave-ins, vacationers with cars and trailers waited uneasily. All of them were eventually flown out by helicopter.



MAIN SLIDE, seven miles downstream from dam, crashed down mountain (left, rear) to fill Madison River gorge with a 300-foot-high barrier of rocky

debris. Backed-up water has begun to form a lake behind it. With flow stopped, the riverbed downstream will remain dry until the new dam overflows.



HEADING FOR RESCUER, a camping party caught by avalanches near the Madison River approaches a

just landed parachutist. In background, dust still rises from slide. Parachutist brought some supplies

later called helicopter to site with his walkie talkie. This photograph was taken by Eleanor Rost, a New



Jersey schoolteacher who was sleeping in her car at Rock Creek campground where mountain slide hit.



DROPPING TOWARD SURVIVORS. smoke jumper descends in Madison River valley before dust of

landslides has settled. Trained to fight fires in mountain areas, smoke jumpers led the early rescue work



AWAITING PICKUP, survivors in pajamas and other clothes they wore when quake hit campsite

cluster on a clearing as U.S. helicopter. More than 40 people were taken from here, two at a time



EVACUATING A VICTIM, helicopter prepares to take off from road after depositing woman suffering

from shock. She had been airlifted out of a trap between Hebgen Lake and the largest rock slide



DANGLING BRICKS, pried loose by quake, hang from West Yellowstone school. Catens were spared.



LAKE SEARCH for bodies, vehicles and tents is started by divers Richard Williams (left), Deputy

Sheriff Chuck Melaney, climbing into his suit, and Ralph Hultman. They searched bottom at the north

AN ENCOUNTER WITH 'BEARS'

by **DON UNDERWOOD**

Life Staff Correspondent

ON a typical summer weekend night the valley of the Madison River holds 300 or more vacationers. They stay in tents or trailers at the big Rock Creek campground at the other end of the valley from the Hebgen Dam, at two privately owned cabin camps in the gorge or at random camping sites along the river bank. But on the evening of Aug. 17 the weekend was over and the crowds in the eight-mile cut had thinned out. By 11:30 Monday night there were only about 200 people in the valley. With a few exceptions they were either asleep or preparing for bed. Then the earth convulsed beneath them.

Among those still wide awake were three young couples from Salt Lake City, Donald and Joan Hoggan, Terry and Jo Anne Bownis and Gean and Pat Plaga—the men all work for the Boys' Clubs of America—were vacationing at Campfire Inn, one of the commercial lodges. And they were having too much fun to think about sleep. They had been playing poker for hours. The stakes were small, the games increasingly fanciful, the hilarity general. Campfire Inn has its own generating plant to provide electricity, but the generator goes off at 11 p.m. When that happened the three couples merely turned on gasoline and kerosene lamps and went on with the game.

They had just started on an exotic version called "No Peekie" when the cabin lurched wildly. Chips and cards flew in all directions. The players leaped to their feet, not sure what was wrong. Once again the cabin was jarrred violently. The six burst out of the shaking building, the men fumbling frantically for their automobile keys. Leaping into their cars, they fled the lodge.

At the Rock Creek campground two teachers from Montville, N.J., Eleanor Rost and Meg Greenaway, had gone to bed in their car, parked just 15 feet from the bank of the river.

They had been warned about the marauding bears that wander all through the Yellowstone area, seeking food or garbage and frequently giving a playful shove to a parked car or a tent during their nightly forays. Like so many others that night, the two teachers were sure they knew what was happening when their car began to lurch violently in the darkness. "It was like a big bear rocking a cradle," Meg Greenaway recalled later. She leaned over and sleepily flashed the car's headlights to frighten the intruder away. When the rocking continued she awakened her companion. This was no bear and, whatever it was, it was frightening. They decided to pull out fast.

Before leaving, Meg flung open the door to recover a prized iron frying pan which she had had for years. Suddenly there came a mighty roar from someplace above them. She slammed the door and the next thing they knew the car



POKER PLAYERS, Jo Anne and Terry Bownis (at left), Gean Plaga, Donald and Joan Hoggan (at



shore of Hebgen Lake where the highway had split and collapsed into the water. They found nothing.



ANGUISHED FATHER John Conley lies under sedation (above left) after becoming nearly hysterical



over news sons Bill, Stephen were missing. But they showed up with aunt Polly Weston (above right).

THAT SUDDENLY BECAME UNEARTHLY HORROR

was under water. The tons of debris sliding off the mountain into the river had created a mighty wave which rose above the bank and washed clear over the car. But the two terrified women started the car and drove to higher ground and safety. As they pulled out they thought they heard screams coming from a tent of teen-agers seen camped nearby. The youngsters, they reported later, were apparently swept away by the mad waters.

Warren Steele, a Billings, Mont. packing-house worker, was asleep with his wife in their tent at the same campground. "The first thing I knew was that the tent was going around, twisting around. I couldn't figure it out. I could only think that maybe a car had hit us. I looked out. There wasn't any wind, I couldn't see a car, but the roar was deafening. There was the dust coming off the mountains. Then I saw that the whole thing was moving."



dinnertable picture taken by Pat Plaga shortly before the first tremble sent them dashing from cabin.

Water began running through the tent, and Steele and his wife Esther hastily started slogging out into the rapidly rising flood. Esther reached higher land and safety, but Steele was knocked over by the current. He was carried along, bouncing against rocks and trees. Twice he was hung up on high spots. Each time he was swept off before he could regain his balance. Once his neck was caught in a branch, but a surge of water freed him. He was finally swept ashore, battered and cut but safe.

The Steeles' friends, Mr. and Mrs. Anthony Schreiber, and their daughter Bonnie, 7, were asleep in their trailer nearby when the earth heaved. Mrs. Schreiber's 72-year-old mother, Mrs. Margaret Holmes, was staying in still another trailer not far away. The Schreibers too thought first of bears. When the landslide came they were still in the trailer. The wave of water that followed hit them broadside, lifted the trailer and swept it along the bank. "I'm positive we turned over once—I mean over completely, end over end," Schreiber said afterward. "I sure swallowed a lot of water."

Somehow, as the trailer was bouncing along, Schreiber was hurled out. He managed to hang on, however, and the trailer soon came to rest on high ground. Mrs. Schreiber first boosted Bonnie out through a broken window, then climbed out. Bonnie had a gash above her left eye which later required more than 30 stitches to close. Every bit of clothing was stripped from them. They covered themselves with the clothes from a couple of suitcases they found.

As soon as the Schreibers and Steeles located each other, they began searching for other survivors. They found the aged Mrs. Holmes. She could walk to higher ground, but the bruising ride through the waters had hurt her terribly. She died three days later.

Tragedy struck even harder at the family of F. R. ("Purley") Bennett, a 43-year-old truck driver from Coeur d'Alene, Idaho. By the time rescue workers arrived they found only two of the family's six members alive. The Bennetts were sleeping out in the open, atop

their folded tent, when the quake struck. Phillip Bennett, 16, remembers a loud rumbling and a violent shaking of the earth. "Next thing, I was flying through the air. I landed in the water. It washed me a long ways downstream. Boulders and trees kept hitting me." Finally the water deposited him against a muddy bank.

He was naked and cold. "I dug a hole in the mud," he says, "and buried myself to keep warm." Badly injured—he was later found to have a broken collarbone and a crushed leg—he lay there all night after making one futile effort to find help.

At daybreak Phillip saw his mother Irene not far away and crawled to her. She had been thrown across the river and had lost consciousness. When she came to she was pinned between two trees. She had extricated herself when her son found her. They stayed along the edge of the fallen mountain for over five

Continued



SCHOOLTEACHERS Meg Greenaway and Eleanor Rost got away in car as river water rushed over it.

QUAKE IN VACATIONLAND CONTINUED

hours before rescuers reached them. The bodies of the other Bennetts—the father, two young girls and a boy—were later found by searchers.

At Halford's Resort, the other lodge in the canyon, Fred Good and his family had pulled in after a long day on the road. Owner Hank Powers showed them to a cabin. He had just stepped out after wishing the Goods a pleasant night when the earth rose up and threw him and 15-year-old Ricky Good to the ground. Inside, Fred Good, his wife Doris and their three other sons were sprawled on the floor. Little Geoffrey, 4, came into his mother's arms "and grabbed my neck like a vise." Fred Good tried to get up, was flattened again and reached out and shoved another son, Alex, 9, under a bed.

Outside, Powers struggled to his feet and half-crawled, half-stumbled to his own cabin. He got his wife and, with a college student who was working there for the summer, they started from cabin to cabin to help the guests. Hank Powers had spent 25 years in the valley under the Hebgen Dam and he had always been aware of the possibility of disaster. He knew now exactly what to do. He counted his guests, confirmed that no one was missing, then started a cavalcade of cars out of the valley. At one shaky-looking bridge, Fred Good made his family get out of the car while he drove across alone. Then he called to them to walk over. As they did, a crack began to widen between bridge and pavement. Little Geoffrey tried to leap across, slipped, fell into the crack and was barely yanked to safety by his mother.

Of the scores of Madison River vacationers who mistook the first tremors for the antics of hungry bears, probably those who had the best reason were two trailer dwellers, Hal and Polly Weston of San Jose, Calif. The day before their

campground neighbor, Dr. Reed Quesnell, a Pasadena dentist, had thrown a can of peaches at a curious bear and frightened him off. The day of the quake Weston's 8-year-old mongrel, Peanuts, had succeeded in treeing the bear through sheer barking power. The Westons had called Peanuts off and the intruder departed.

That night Polly was baking bread and heating a pot of coffee for her husband. When the trailer suddenly lurched she was sure the bear had returned—except that Peanuts had not so much as growled. She shrugged and reached for the coffee pot. It skittered along the edge of the stove. Hal leaped to the window and could clearly see a mountain moving across the canyon. Polly, watching beside him, saw "trees flying through the air like toothpicks." Rocks started pelting the trailer.

The Westons' two nephews, Stephen and Bill Conley, 12 and 16 years old, were asleep in the car outside. The Westons grabbed the boys and raced for safe ground. As they ran they heard screams from all about them. When daylight came they found that the slide had stopped just 75 feet from their trailer.

Like most of the others who were unhurt, Hal Weston immediately joined in rescue operations. One of the men he helped was Ray Painter of Ogden, Utah, whose leg was pinned under a pine tree. It took a quarter hour to free Painter, and all that time he kept crying, "Please, please, find my children."

Painter had been swept into the flood as he ran out of his trailer. His wife, who ran out behind him, also was caught up in the water. Terribly battered, she came to rest not far from her husband, although they could not see each other in the darkness. The Painters' 12-year-old twins, Anne and Anita, had stayed in the trailer and were unharmed. Their older daughter, Carol, 16 (*opposite page*), who had been



THE MAULTS, Grover and Lillian, rest in hospital after rescue from tree they clung to for five hours.

asleep in the car, had been slammed violently against the door. Stunned by the blow just below her eye, she had finally made her way out into the darkness, collected the twins and located her father, still pleading with his rescuers to find his children. Now he said, "Look for your mother. We've got to find her." Carol went off again. A short distance away she saw a shadowy figure slumped on a rock. It was Mrs. Painter, conscious but very badly hurt. She was one of the first to be taken from the canyon by helicopter. A few days later she died of her injuries.

Perhaps the greatest act of individual courage that night was performed by a 71-year-old retired painting decorator from Temple City, Calif. Grover Mault and his wife Lillian, 68, found their trailer moving in the surging flood. They struggled to get out of bed but were repeatedly knocked down. After the trailer had been dragged about 200 feet it lodged against some rocks. The water was rising rapidly.

Standing with only his head out of water, Mault managed to open the door. He pulled himself up to the trailer roof, then turned and helped his wife up. As the water rose higher and higher around them, Mault grabbed the branch of an overhanging pine, swept up his wife and swung with her into the tree. Wrapping his legs around the slender trunk, Mault held his wife in one arm and clawed the tree with the other. The branches were too fragile to hold them, but somehow they stayed in the tree, hanging onto the trunk and clambering higher as the water rose or as branches began to give way under their feet. Four times they were dumped back into the water by breaking boughs. Each time they doggedly climbed back up the tree. After one fall Mrs. Mault despaired and cried out, "Let me go, please, save yourself." "If you go," her husband said grimly, "I'll have to die too."

"I didn't think we were going to be saved," Mrs. Mault says. "They didn't come and I knew they weren't coming." The Maults had been in the tree for more than five hours when rescuers discovered them and took them off in a boat. When they were found they had climbed 30 feet above the ground.

"I knew we'd be saved," said Mault, "but I thought I'd have to climb all 80 feet of that pine. And I could have done it, too."



HEAD COUNT is made by state police near disaster area in effort to determine who survived. Toll will

not be known until vacation period ends since there is no way of telling how many were visiting area.



EUROPE'S AMAZING PROSPERITY

EISENHOWER WILL FIND A NEW, STRONGER EUROPE BASED ON BOLD, STRONG ECONOMIES

In the Alps, where France meets Italy, the engineers of both nations are busily digging a tunnel toward each other beneath snow-capped Mont Blanc, the highest mountain in Europe. The \$16 million tunnel is part of a highway which will reduce the distance from Paris to Milan by 195 miles—a "highway of the future." But it is also something more: a symbol of the new sense of common purpose and economic unity which is giving a psychological lift to the great prosperity that has been a-building in Europe for some time.

On the surface the Europe to which President Eisenhower is flying for pre-Khrushchev conferences in London, Paris and Bonn seems torn in bickering and division. The British are firing pot shots at Adenauer, De Gaulle is rocking the NATO boat, Adenauer fears a weakening of Allied purpose. There are rumbles of possible trade wars between the Common Market six—Germany, Italy, France and Benelux—and the "outer seven," Britain, Scandinavia, Portugal, Austria and Switzerland.

But these tensions seem insignificant compared to the overriding fact that Western Europe has been expanding its trade and its industry, breaking down the barriers to free movement of peoples as well as goods. And, incidentally, in exchanges of teachers, technicians, and even bank clerks, it is discovering the undeveloped potentials of its common culture and its heritage.

The keystone of this growing unity and cooperation in Europe is prosperity. This did not just "happen." Since politics always has primacy over economics, the prosperity is the fruit of wise, deliberate and often courageous political decisions. It is the fruit of dynamic free enterprise encouraged by sound fiscal policies.

Germany's architects of abundance, Adenauer and Erhard, were fortunate to have the cooperation of unions. Labor was willing to hold the wage line, enabling Germany to create general prosperity through expanding trade. Result: German goods are flooding all over the world and the prosperity is now enabling German wages to catch up with Europe's general level.

Britain's Prime Minister Macmillan had no such help. With great political risk he adopted a deflationary, belt-tightening policy two years ago which not only has kept Britain prosperous and its budget balanced but has brought lowered taxes, made the pound convertible to outsiders, and increased exports to the point where Britain's trade gap is almost balanced. "Never since Queen Victoria," exulted the *Sunday Express* recently, "has Britain been so buoyant, so prosperous."

France had been enjoying full employment, but with a seemingly uncheckable inflation. Only the grave crisis of near revolution, which gave De Gaulle a period of total power, enabled him to enforce the devaluation which did halt inflation and permitted France to enter the Common Market, as it began in January, with a truly competitive—and not falsely propped—franc.

The increased competition from France's Common Market partners is reinforcing the devaluation's check on prices. Consumers are already benefiting from a much wider choice of reasonably priced goods. Furthermore, long-protected French industrialists are stirring from their torpor, building compacts with Italian and German partners to enter those markets and to share their own.

All Europe, save poor Spain (which is now beginning its own belt-tightening economic reform), buzzes and hums with prosperity. One measure alone—the building of new dwelling units—shows how the boom is growing. Since 1952 Denmark's monthly average of new dwellings has risen from 1,548 to 3,363 this year, France's from 10,714 to 32,381, Italy's from 9,677 to 16,051. Austria is swimming in such prosperity it not

only has a budget surplus but has been able to make two big cuts in taxes. Italy, with an expected 6% rise in its industrial production this year, has doubled its production of autos and cement since 1953, has expanded its steel capacity 46% to become Europe's third-ranking producer. One visible symbol of Italy's boom: the launching of a superhighway to link the entire peninsula, help increase tourism.

West Germany is the real showcase. Where once the ownership of a home seemed an improbable dream, one third of all families have now achieved it; 17 out of 100 now own cars. One fifth have washing machines, one fourth have refrigerators, half have vacuum cleaners; tongue-clucking moralists are already looking askance at Germany's "Americanization." Germany registered its two millionth TV set last year, this year will register one million more.

Germany has full employment; job vacancies outnumber the 215,460 jobless by 126,000. In the first six months of 1959, gross national products rose 5.2%. Fat profits have driven up the value of industrial stocks 84% in a year. Where war-impoorished Germans once rejoiced at a "household goods wave"—in the narrow sense of replacing bed, chair and kitchen pot—now there is an "Edelfresswelle" (high-class food wave). Last year Germany drank 49.8 million bottles of champagne and ate 27.5 million pounds of caviar.

With Europe's economic boom has come a growing sense of unity. No longer are passports needed to go from one nation to another. A mere identity card suffices and customs inspectors take only a perfunctory peek at baggage. Wartime resentments are disappearing. Most German universities regularly exchange professors with sister universities in Italy and France.

Spurred by the Common Market, industries are also seeking exchanges. Italy's Alfa-Romeo and France's Renault are uniting their car assembly and distributorships. Daimler-Benz is negotiating a similar arrangement with Peugeot. Two large French and German banks have exchanged 50 employees for mutual training as a step to joint dealings. The restricted markets of protectionism are giving way to American-style vistas of bigger pieces for everyone from bigger pies.

Once idealists like supranationalist Jean Monnet had hoped for a united Europe through political federation and diminished sovereignties. Oddly the atmosphere of unity now pervading Europe has come in a more roundabout fashion—through free enterprise, lower tariffs and increased competition. Paradoxically, it has been stimulated, not by supranationalism, but by such supranationalists as Charles de Gaulle and his increased sovereignty. Monnet now believes that federation itself can ultimately result from just this gradual change in the attitudes, habits and psychology of Europeans.

The prosperity and psychological unity of Europe is the great fact and the good news that will greet President Eisenhower on his mission. It is doubly good news because U.S. policy has always been for increasing the strength and unity of Europe. The more Europe becomes strong and united, the more its 200 million people can defend their own security, face Russia as an equal—in manpower, production or military potential—and carry their share of building the technology of have-not nations. All this, far from disturbing Americans, is the very outcome our policy has pursued. Its success will greatly strengthen the President's hand with Khrushchev. For it means that Communism has lost the battle of Europe: its strategy of chaos, class war and rule-by-dividing has suffered—in Europe's growing prosperity and unity—an undeniable defeat. That is the biggest single victory of the cold war.



"So good in glass"

Glass jars can be resealed after each serving to keep spicy freshness. And pure glass adds nothing to flavor, takes nothing away.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK



MAN WITH A PLAN. By following the simple steps of a Scott's Program, he'll have a lawn the whole neighborhood will envy.

MAN WITH A PLAN

Now every lawn owner can have a
better lawn. Scotts guarantees it!

What's the secret of a good lawn? It isn't hard work, and it isn't lots of money. Plenty of sensible people have tried both—and failed.

It certainly isn't the one-shot "miracle" products with their short-lived results and dismal aftermaths. *They* have done far more to discourage lawn owners than all the ills they claimed to cure.

Thousands of families have found a way

How is it that so many families across the country are enjoying the pride and fun that only a good lawn can give—without hard work, without big costs, and without making a "career" of their lawns.

Their secret is simple. By using the *right* products, at the *right* time, in the *right* way, they have taken the chore and the mystery out of having a good lawn—once and for all.

They have done all this *by following a Scotts Program.*

Who should follow a Scotts Program?

Not everyone wants the same kind of lawn. Some families would like to have a real showplace. Others want a lawn that will keep its good looks while taking plenty of hard wear.

Actual lawn problems vary just as widely. Some lawns are choked with crabgrass, some are overrun with weeds, others are starving, diseased or browned out by a brutal summer.

Years of Scotts Research have gone into the development of products and programs specifically designed to put these lawns in shape—and keep them there. Years of experience by Scotts lawn owners from Maine to California have proved the success of these products and these programs *in actual use.*

If you are fed up with the failures and frustrations of hit-or-miss methods, you are sure to welcome the way the Scotts Program makes it not only possible but *easy* to have the kind of lawn your whole family can be proud of.

An astonishing promise from Scotts

You risk nothing when you decide to find out what a Scotts Program can do for *your* lawn, because Scotts makes you this extraordinary promise:

A better lawn—or your money back!

You can take advantage of this remarkable offer by visiting

your official Scotts Dealer today. There you'll find a complete selection of carefully-worked-out, easy-to-follow programs *in one handy leaflet.* A free copy of the SCOTTS LAWN SUCCESS GUIDE is yours for the asking.

In it you'll quickly find the Scotts Program that's *right for you.* No complicated prescriptions, no mysterious formulas, no small print. Scotts has spelled out clearly the full and simple details of the products you need, and when and how to use them, to guarantee yourself the kind of lawn you've always wanted.

The Scotts products needed in the program you select are *all* easy to use and ready to apply. *Walk* them on with the Scotts Spreader, and get even, accurate application and uniformly good results *every time.*

The typical Scotts Program takes less than an hour of your time a month—and costs less than \$5.00 a month for a 5,000 sq. ft. lawn. As you follow the simple steps of your Scotts Program, you're completely protected by Scotts unconditional money-back guarantee.

Why now's the best time to begin

Most lawns are at low ebb at this point in the summer. You'll need to allow a month or so for your Scotts Program to clear out crabgrass, weeds or other problems. By starting now you'll be ready to seed this *fall*, to take advantage of the best time of the entire year to put new life into your lawn, to establish the basic good turf that can be maintained so easily and so effectively, *year-round*, with a regular Scotts Program.

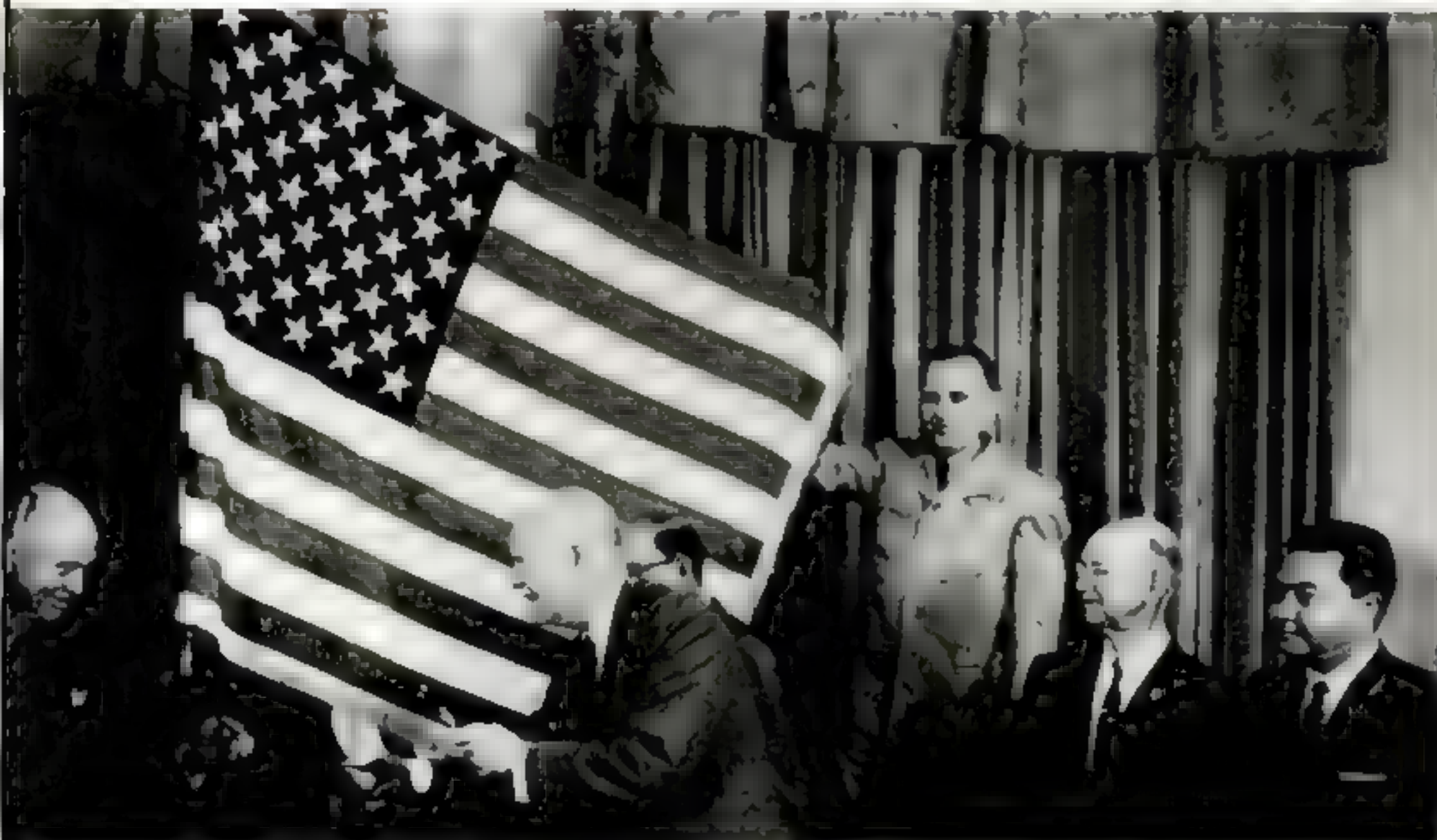
Right now, better department, hardware and garden supply stores who display the official Scotts Dealer Certificate are ready with *your* copy of the SCOTTS LAWN SUCCESS GUIDE. It's your first step to a better lawn!

You be the judge!

A better lawn—or else. That's our promise, and you're the judge. If *for any reason*, later this fall or even next spring, your lawn does not show the real improvement we promise . . . if you aren't convinced that the Scotts Program you've been following is far more rewarding than any approach you've ever used . . . simply mail us the sales receipts for the cost of your Scotts Program to date—and we will refund your full purchase price, promptly and cheerfully. Fair enough? O M Scott & Sons, Marysville, Ohio. •••••

Scotts®...first in lawns

A LOOK AT THE WORLD'S WEEK



NEW STAR, NEW STATE

Before a new 50-star U.S. flag, President Eisenhower hands sovereign pen to Hawaiian statehood commissioner Lorrin Thurston at White House ceremony officially bringing Hawaii into the Union. New Senator Oren Long and Representative Daniel Inouye watch at the right.

COMMUTERS' VENGEANCE→

In a show of spirit that puts doleful American commuters to shame, Indian suburbanites in Bombay swarm over railroad tracks during a day-long riot protesting chronically late trains. Police with clubs finally quelled the riot after some trains were stoned, others abandoned.



NEW BLOOD AT THE TRACK

Pounding hard in new stretch, a young buffalo named Granter overtook a horse and a mule to win an old-fashioned race at Denver's Centennial Turf Club, covering the 1/16 of a mile course in 8.35 seconds. Rider Buddy Heaton originally trained Granter to perform in rodeos.

ADMIRAL'S FAREWELL→

Last surviving Fleet Admiral, Chester W. Nimitz (right), stands at attention at the Arlington funeral of Fleet Admiral William F. Halsey, who died at 76. In World War II, Bull Halsey's Third Fleet defeated the Japanese with his formula of "hit hard, hit fast, hit often."





A PIED PIPER AND HIS SECRET WEAPON

Curious kids in Mount Vernon, N.Y., make 71-year-old Otto Standke look like a part-time Pied Piper as he uses tin clappers to rid the town of

a scourge of starlings. His "secret method," which he claims has worked before, will cost Mount Vernon \$4,000 if he succeeds this time.



**First in quality,
first in economy:
Pal Injector Blades.**
No better injector
blade is made.
**Pal Blades cost
19¢ less than other
leading brands.**
**Pal's price:
20 blades for 79¢**



Only PAL has used-blade vault

PAL FITS ALL INJECTOR RAZORS

PRECISION  PRODUCTS

A-S-R PRODUCTS CORPORATION



DESTROYING THE CAUSE OF AN ESKIMO BINGE

When a wave of beer drinking and minor crime hit the Eskimos in Gambell, Alaska, government investigators found out why: 7,000 cases of beer, abandoned

as unfit to drink by an Army radar station two years ago. Soldiers with TNT rushed to the scene, and two weeks of digging and blasting destroyed the menace.



ENJOYING THE MUD ON A RAINED-OUT DIAMOND

In Wheeling, W. Va. the Island Tigers senior midget team showed up for baseball practice and found that sudden rain had turned the diamond into a sea of

ooze. Rather than waste the day, the boys decided to have sliding practice and soon the whole team, coated in mud, looked like a glistening group of statuary.

Get the real thing
in mildness...in fine tobacco taste!

Tareyton's remarkable *Dual Filter* delivers more than just high filtration. It brings out the best in fine tobacco taste — as no single filter can!

THE TAREYTON RING MARKS THE REAL THING!

NEW DUAL FILTER
Tareyton

Product of The American Tobacco Company "Tobacco is our middle name" R. A. T. Co.



DUAL FILTER

HERE'S WHY Tareyton's Dual Filter filters as no single filter can!

1. It combines an efficient pure white outer filter . . .
2. with a unique inner filter of ACTIVATED CHARCOAL . . . which has been definitely proved to make the smoke of a cigarette milder and smoother.



Now! No matter what you wash and wear

Every 1960 Frigidaire 3-Ring Agitator Washer

BATHES DEEP DIRT OUT WITHOUT BEATING

Nobody but Frigidaire brings you this special
"Clothes Bath" Care in models for every budget!

NO BLADES TO BEAT, tangle or stretch your clothes! Patented 3-Ring Agitator pumps up and down, never yanks clothes around. Every fabric load receives the same hand-gentle, rub-free "Clothes Bath" care!

WASH-AND-WEAR CARE. A special cycle that gives you protection against wrinkles in synthetics is yours no matter what washer you choose. No more hand washing. Here's more "Clothes Bath" care.

SAFE UNDERWATER BLEACHING. Now a handy bleach dispenser makes it a breeze to bleach clothes safely, automatically . . . without clothes-burn. Just pour in your bleach, let the washer do the rest. Automatic dyeing, too.

AUTOMATIC LINT REMOVAL. Why save lint? The special Lint Chaser Ring on the Frigidaire Agitator floats lint and scum out through exits in the tub. No wonder the Frigidaire Washer is fast becoming America's favorite.

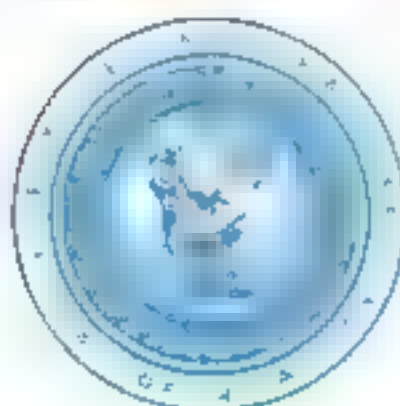


NEW TOUCH-BAR FABRIC SELECTOR on Frigidaire top-of-the-line Custom Imperial Washer WCI-60 above . . . pre-sets the correct washing care for any fabric. No more guessing safe water temperatures or wash and spin speeds. New! Setting for wash-and-wear cottons! New! All-automatic soak! Cold water wash and rinse. Choice of 5 Rainbow Colors or White. Also Model WCIR-60, with Sudswater-Saver. Matching Dryers.



MODEL NO. WCI-60

**RATED NO. 1 FOR ALL-AROUND PERFORMANCE BY
U. S. TESTING CO., INC.**



The Frigidaire Washer proved best of 6 leading automatic washers in controlled laboratory tests considering the following points: washing ability, amount of lint formed and removed, dryness of spin, automatic care of man-made wash & wear garments, simplicity of use and flexibility, amount of water used, washing time, and cost of operation. (Report No. 57745 dated May 21, 1959.)

... you'll feel like a queen!



WASH KNITS WITHOUT STRETCHING from agitator blades. Shape stays in because dirt is bathed out gently! Exclusive agitator launders even loose knits safely like this new Gayana-yarn car coat of Arnel with Orlon—washed many times in a Frigidaire Washer.

WASH SHEERS WITHOUT TANGLING from agitator blades. Why hand-wash new fabrics? The 3 Ring Agitator keeps clothes separated, snag-free. This Jonathan Logan Nylon-Dacron party sheer came out smooth and wrinkle-free, washing after washing.

WASH DARKS WITHOUT ANNOYING LINT. Even lovely robes don't fuzz up. This Chinese-style Woolen-Nylon has been washed many times in the Frigidaire Washer. With automatic lint removal there are no traps to clean. See your Frigidaire dealer.



FRIGIDAIRE



Product of
General Motors

ADVANCED APPLIANCES DESIGNED WITH YOU IN MIND!

The Sociables



They share their fun with friends. And today's Pepsi-Cola adds to their enjoyment. It refreshes without filling—suits their modern taste. Stay up to date with The Sociables—have a Pepsi. It's the sociable thing to do.



**Be Sociable,
Have a Pepsi**

Refresh without filling



AT UNIVERSITY OF HAWAII 350 MUUMUU-CLAD MIGRANTS FROM U.S. MAINLAND—ONE QUARTER OF MAINLAND GIRLS ENROLLED—MASS BEFORE HAWAII HALL

Hawaii's Sunny Summer School

IN MASS MIGRATION, MAINLAND COEDS MIX SOME STUDY WITH MUCH FUN

Very noticeably this year, the University of Hawaii and the Honolulu beaches have been the summer habitat of a most attractive species of migratory fauna. Flocking from such normal mainland nests as California, Texas, Illinois or Washington, the migrants are easily spotted by their characteristic markings: a new Pacific tan and the gay patterns of the sacklike Hawaiian *muumuu*. Also distinguishable is their preference for sun, sea, dancing and summer romances (naval ensigns preferred).

The sudden influx of the migrants—also known as travel-conscious college coeds—is largely due to zealous travel agencies. The agencies do

their recruiting at mainland universities, working through house mothers who receive all-expense trips to Hawaii in return for acting as chaperons there. At school the girls—including a smattering of lady schoolteachers—tended to specialize in courses called "liquid" by the university: surf boarding, swimming, trampoline acrobatics and Hawaiian dances. Most students thoughtfully included one "solid" course in Pacific religions, literature or anthropology. But the girls' summer migration, which cost an average \$1,000 each, was not memorable for study. As one Texas belle drawled in Hawaiian, "It was always *pau ka hana* [work is finished]."

CONTINUED

MIGRANT COEDS

CONTINUED

OUTRIGGER CANOE, with a veteran Waikiki beach boy to guide it, is paddled helter-skelter by (right to left) Albe McMurry of Texas; Carol Hanks from Texas; Leslie Stone of California; Jerry Kelly, Texas; Sara Coffin, Washington; Carole Cantile of California; Lenita Childers, Kansas; Sandra Hinson of Texas; Kathy Gallagher from California.



Now! A Portable that's

So easy to type on, even 8-year olds get print-perfect results with the new Smith-Corona Electric Portable!

Here at last is a portable that gives print-perfect results to anyone regardless of age or typing skill. Yes, conclusive classroom tests reveal that even 8 and 9 year old children can produce perfectly clear, sharp work effortlessly... on the new Smith-Corona Electric Portable. This typewriter is easier to type on... easier to learn on than any manual portable... *because it's electric!*

The less skilled you are at typing, the more you need the new Smith-Corona Electric Portable. Just touch its keys and electric power takes over, assuring uniform, professional-looking results even if you're a beginning typist.

So don't settle for an "old-fashioned" manual, when you can get the world's first and only electric portable. Mail the special coupon for a free trial now, or see and try the new Smith-Corona Electric Portable at your dealer's.

Only \$164.50 *Manufacturer's list price. Subject to change. F. E. Tax extra.*

Electric Portable

Another typing first from

Smith-Corona





CONTINUED

Electric!



FREE GIFT OFFER—Get Smith Corona's new *Electric* Portable now and receive free from Smith-Corona a \$1.95 home study course on records that teaches touch typing in 10 days!

SMITH CORONA 111, Washington St., New York 1, N. Y.

- ☐ Arrange for me to see the new *Electric* Portable.
☐ Send me more information about the new *Electric* Portable.
☐ Inform me of the new *Electric* Portable.

Name

Address

City

State

The "meat" of a fresh orange is the main source of many of its health values. In fact...



Thick, juicy slices...
for any meal

...fresh **Sunkist** Oranges give your family much more of the important bio-flavonoids and protopectins than frozen orange juice.

...and you get all of the vitamin C plus more than 50 other health factors.

Eat whole fresh oranges...drink whole fresh orange juice

The Sunkist trade-mark stamped on the fruit is your guarantee of the finest from California-Arizona. Accept nothing less.

MIGRANT COEDS CONTINUED



HULA EXAM, to tune *My Little Grass Shark* in Kealahou, Hawaii, is taken by Maureen Clark of California and class in one-hour credit course.



FAREWELL DANCE, in familiar ballroom style, is enjoyed by couples under a thatched umbrella at Hawaiian Village, a nightclub in Honolulu.

The most important 30 seconds in the life of your car

is when I check the oil level and ask :
"When did you last change your oil ?"



1 out of 2 cars are now using
oil that is "worn out"

Samples of motor oil were taken from over 15,000 cars in a nationwide survey. Analysis of these samples showed that 54% were contaminated—in effect, worn out and unfit for use. Your oil may be worn out—that's why it's important for your Shell Dealer to make this check.

Shell X-100 Premium is 3 motor oils in one. It gives you *unfailing* lubrication at all engine temperatures.

1. When you start your engine, Shell X-100 Premium is like a **LIGHT** oil, flows freely to vital engine parts.
2. During warm-up, Shell X-100 Premium adjusts "thermostatically" to a **MEDIUM** oil to give moving parts exactly the required lubrication.
3. When running hot, Shell X-100 Premium acts like a **HEAVY** oil, does not thin out dangerously at high speeds.



It's 3 Motor Oils in 1

MCGREGOR BACK-TO-CAMPUS SPORTSWEAR



YOUR PASSPORT FROM HAMBURG TO HARVARD
Winter Meteor Shawl — Quilted nylon lining, quilted Curon® interlining. \$25.00.
Antica Shirt — washable rayon. \$3.25



YOUR PASSPORT FROM PARIS TO PURDUE
Luxure Sport Coat — Foulard print on lush cone velour. \$27.95. *Leather Vest*, \$18.95. *Gaylord Slacks*, \$18.95



CONMATIC ZIPPERS BY CONMAR

YOUR PASSPORT FROM MADRID TO M.I.T. *Matadero Easy Swing Jacket* — Of smooth, imported leather. Neckline has the very new Continental look. Milium® lined for extra warmth. Knitted inset underarms designed for easy-swing action. Perfect jackets for all sorts of sports. \$35.00

YOUR PASSPORT FROM DENMARK TO DARTMOUTH — *Braque Continental Coat* in 100% wool tweed. Curly lamb-like shawl collar, matched lining. \$35.00. *Scandia Sports Cardigan* — 75% lamb's wool — 25% Orlon® blend. New burnished colors. \$12.95. *Manners Shirt* — 65% Orlon — 35% virgin wool. Completely washable. Neat Continental collar. \$10.00

...YOUR PASSPORT TO FASHION FOR '59!



YOUR PASSPORT FROM DUBLIN TO DUKE
Abbott Wool Sport Coat—Natural
 lines, Muted Plaid, \$45.00, *Seville*
R Flared Vest, \$21.00, *1st* *Worsted*
Flannel Slacks, \$14.95

YOUR PASSPORT FROM CAPRI TO CORNELL
Nordic Jumbo—Sturdy Dacron
 and-cotton fabric by ROSEWOOD.
 Warm Orlon pile lining, \$25.95

YOUR PASSPORT FROM NORWAY TO NORTHWESTERN
Nordic Viking Coat—65% Dacron®—35% cot-
 ton blend scoofs at zero weather. Zipper and
 toggles lock warmth in. Quilted nylon lining.
 Detachable hood. Burnished colors. \$39.95

YOUR PASSPORT FROM STOCKHOLM TO STATE U.
Donkey Coat—Swedish inspired favorite, light
 and warm. Seamless sides and sleeves. One piece
 of double-faced, two-colored cloth. 100% wool-
 face. With or without hood. \$35.00 to \$45.00

MCGREGOR

Also boy-sized, boy-priced. Made in Canada. Inc. McGregor-Doniger Inc., New York 19, N. Y. ©



Easy way to turn outdoor meals into

Backyard Banquets!



Serve the Pork and Beans with Savory Flavor!

The best *sauce* means the best-tasting beans. The secret savory sauce in Van Camp's Pork & Beans is fuller, richer and seasoned with specially-good spices for a wonderful *savory* flavor no other pork & beans can equal.

Make your next outdoor meal into a Backyard Banquet. Fix a big bowl of Van Camp's,

America's favorite, Pork & Beans. They're the *easy* part of the meal . . . and the *best* part! Every bite makes the sun and fresh air of outdoor eating even better.

Easy Nutrition: Van Camp's provide liberal amounts of healthful Protein, Iron, Vitamins B₁ and B₂, Calcium and Niacin.

VAN CAMP'S PORK & BEANS

The secret savory sauce is cooked in...Just heat...eat...enjoy!



ANOTHER FINE PRODUCT OF
STOKELY VAN CAMP, INC.
INDIANAPOLIS, IND.



IN SEPARATE BOOTHS GIFTED FIFTH-GRADERS READ IN WESTERN CAROLINA COLLEGE LIBRARY. IN PRIVATE STUDY THEY DO THEIR MOST MATURE WORK

Tough Workout for Tall I.Q.s

GIFTED GRADERS DO HIGH SCHOOL WORK IN EXPERIMENTAL SCHOOL

Secure from the distractions of carefree but less bright contemporaries, a group of small geniuses at tiny Western Carolina College in Cullowhee, N.C. have been enjoying the toughest intellectual workout of their lives. Fifty-nine fifth- and sixth-graders, hand-picked for the six-week stint from schools all over the state, are up to their I.Q.s (average: 166, well over the genius level) in advanced English, math and science taught at senior high school level. An additional 21 fourth-graders, who are merely brilliant, commute daily from surrounding communities to study French.

The experimental summer school, now in its second year, was devised by the college and Douglas Carter, head of the Winston-Salem school district's gifted child program, one of the finest in the country. It started when a foundation gave the college \$10,000 for 20 schoolteachers to study gifted children in action. As things have turned out, the children are profiting at least as much from the study as the watching teachers.

At their regular schools, the bright children complained, they had to listen impatiently to the teacher explaining the same thing four or five

times to those of lesser intellectual attainment. At Cullowhee learning is pitched at them as fast as they can handle it. Up at 7, the pupils clean their own rooms and spend three strenuous morning hours in class. Afternoons they engage in research in the library, or in sports, which they pursue as fiercely as their studies. Each evening they have more than a solid hour's study, without talking or leaving their rooms.

The class program is tight and disciplined, but in their library hours the youngsters can strike out on their own. One pupil studied Greek tragedy, another—fittingly enough—the influence of environment and heredity on I.Q. Each child, to give focus to his reading, must deliver a lecture in his chosen field, ruthlessly graded by his classmates. The novelty of intellectual competition has delighted them. "These kids really stimulate one another," says Douglas Carter. "The vocabulary flows, the eyes sparkle." Last month, as the summer school ended, the youngsters took their newly acquired knowledge and enthusiasm home with them and unanimously petitioned their teachers for another session next year.



Colorful and Smart!

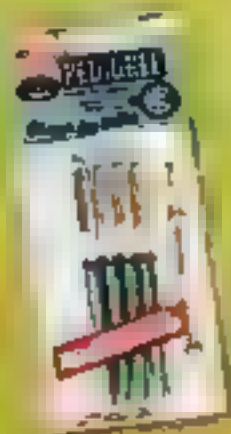
BALL POINT PENS

New from Empire! Another fine writing instrument, Pedigree Quality. A real bargain—buy the pak! You can pay more but you can't buy better.

19¢
EACH

Cheaper buy the Pak!

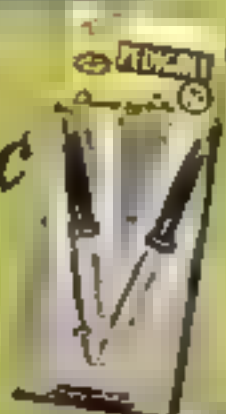
98¢
EIGHT PAK
Regular \$1.52 Value



4 pak 59¢
plus refill
Regular \$64 Value



2 pak 29¢
Regular 39¢ Value



PEDIGREE

FASHION BRIGHT!

PRICED SO RIGHT!

Pencils 'n Ball Pens that are Pedigree quality. That means... none finer! Modern design, a delight to use—Pedigree is truly the world's best writing value!

©1969, Empire Pencil Company, Shelbyville, Tenn., U.S.A.



PEDIGREE BY EMPIRE... WORLD'S



TALL I.Q.S. CONTINUED



← **HOT COMPETITION** develops among fourth-graders during quiz conducted entirely in French.

COOL RELAXATION comes as a youngster gets a swing into the Mills River during field trip swim.

CONTINUED

PEDIGREE... America's *Quality* Pencil!

New!
PASTEL PEDIGREE
in a beautiful array of colors!



6¢ EACH
Cheaper buy the dozen!

49¢
DOZ. PAK

6¢ each + Sharpener Regular 77¢ Value

So very chic in ultra smart pastel colors. Sophistication, indeed, with a Pedigree Pastel Pencil in hand

Still in the
familiar yellow!

and **STILL**
Cheaper buy the dozen!

49¢
DOZ. PAK

6¢ each + Sharpener
Regular 77¢ Value

The hardy, sturdy, all around pencil for every writing use. You can pay more, but you can't buy a better pencil than regular Pedigree!



BEST WRITING

VALUES!

THIS EMBLEM IS YOUR GUARANTEE OF SATISFACTION



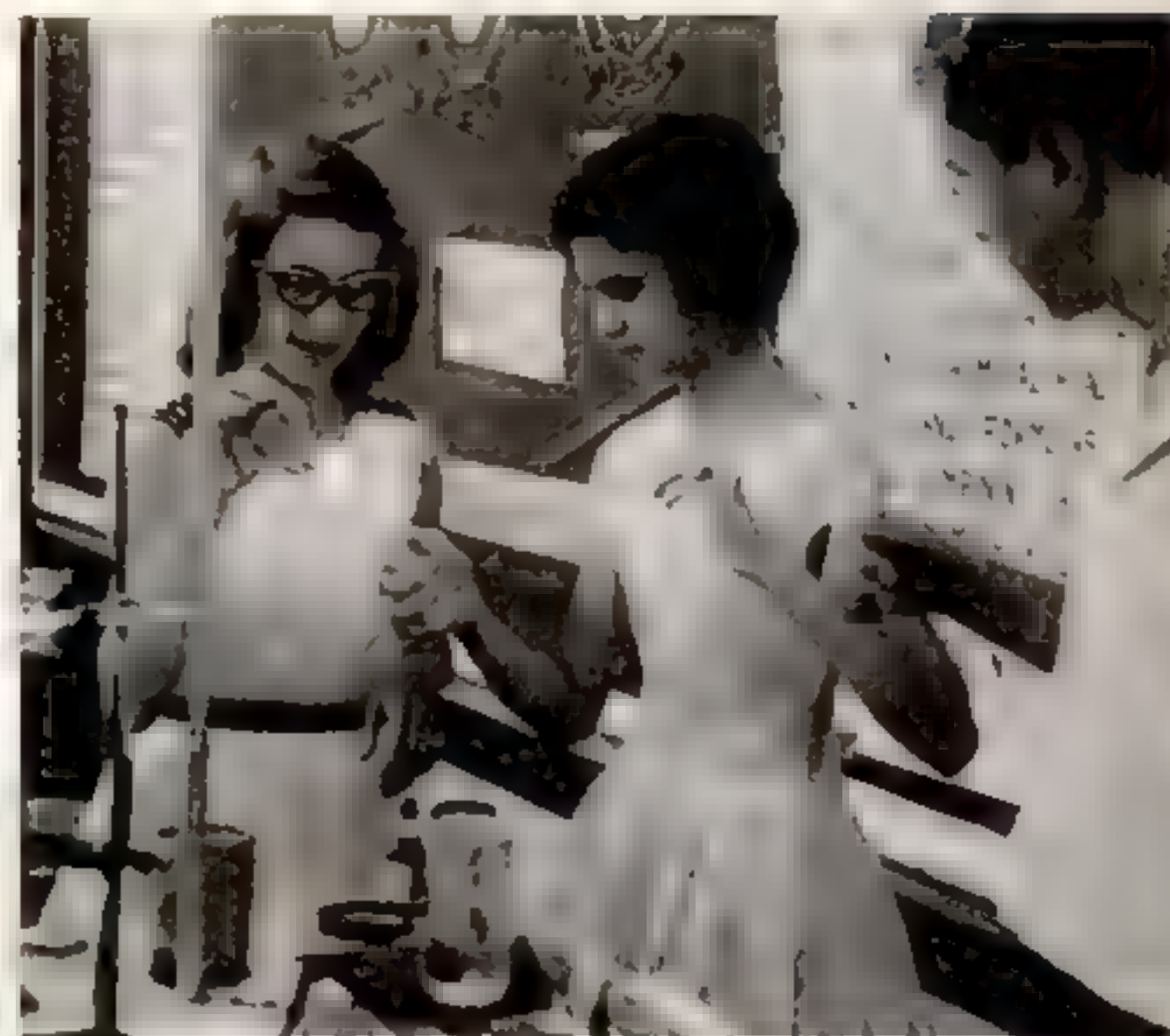
Blue Bell, Inc., Empire State Bldg., N.Y., N.Y.

The Shimer family: Father, Bob, Jr., and Mr. Shimer, of Collegeville, Pa.

FAMILY PROJECT... BLUE BELL SLACKS smart enough for dress, rugged enough for work in a variety of good-looking, washable fabrics: rayon flannel, wash-and-wear Bedford cord, polished cotton. Adjustable side buckles add extra dash. Boys' sizes from \$3.95, men's \$4.95. Water-repellent poplin jackets: boys' sizes from \$3.49 and men's from \$3.95.

BLUE BELL CLOTHES
for all the family

TALL T.Q.S. CONTINUED



GIRL SCIENTISTS carry out carbon dioxide experiment. Forgetting ice chemistry studied by these sixth graders often baffled their teacher-observers.



SOLITARY ORGANIST, George Wilkins, 11, practices in Callowhee Baptist church. A good musician, George persuaded deacons to let him use organ.

OVER 27,000,000 SMART, THRIFTY WOMEN AGREE...

Green Stamp Savers Come Out Dollars Ahead



Mrs. Roschuni is shown with her two sons, Gilbert and Elliott, in the Florida Room of their attractive home in Jacksonville overlooking the river. Mrs. Roschuni serves on the boards of many charity and school organizations. Mr. Roschuni is a hotel executive.

You can be dollars ahead, too!



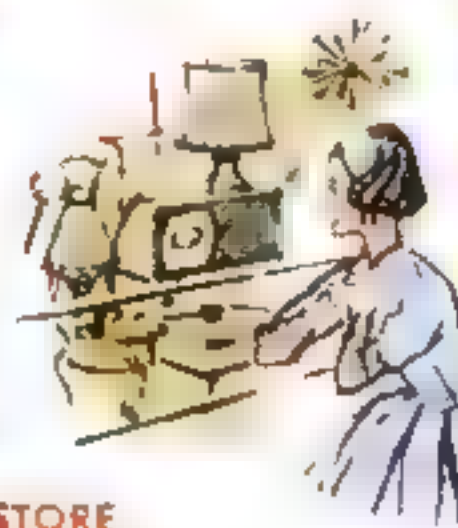
Good Housekeeping
Guarantees Performance
of America's
Only Nationwide
Stamp Plan



1. DOLLARS AHEAD when you shop where S&H Green Stamps are given—because prices are low at fine stores and service stations that give S&H Green Stamps.

2. DOLLARS AHEAD AGAIN when you redeem S&H Green Stamps—because you get such wonderful gifts with S&H Green Stamps. Over 1500 famous brands to choose from.

3. AT YOUR S&H GREEN STAMP REDEMPTION STORE you're sure to get the gifts you want—when you want them!



Since 1896...America's Only Nationwide Stamp Plan

Copyright 1959—The Sperry and Hutchinson Co.



New

Post

"LITTLE BIT BETTER" BREAKFAST MENUS

- ★ For Weight Watchers
- ★ For Young Men of Action
- ★ For Teen-Agers
- ★ For Keeping Regular
- ★ Something for Everybody
in the Family

YOUNG MEN OF ACTION will go into orbit with this breakfast! No between-meal snacks because it's loaded with good oat nourishment. Shaped like the letters of the alphabet, delicious Alpha-Bits are always the center of attraction. Serve your men of action Alpha-Bits Menu #16.

FREE! Right now you can get 22 new "Little Bit Better" Breakfast Menus on Post cereal packages. These wonderful, easy-to-fix menus are from the famous General Foods Kitchens. They include suggestions for everyone in your family—for every day of the week.



Try These New Menus and Enter Post's



KEEPING REGULAR is easy with these Bran Flakes! So delicious, lots of people eat them for flavor alone. And with this menu you not only get the wonderful benefits of bran, but a truly balanced breakfast with just 660 calories. Pick up Post 40% Bran Flakes Menu #3.



WEIGHT WATCHERS find it fun to keep trim with this one. Here's a way to fill up—not out. Only 410 calories, but look at what you get—more than one fourth of the vitamins, minerals and proteins needed daily—everything to help you stay healthy and slim. It's Menu #2, free, on the Post Grape-Nuts package.



All Post cereals happen to be

just a little bit better!



TEEN-AGERS ON THE GO need the extra energy in this quick breakfast. Keeps them going until noon because it's loaded with balanced nourishment. What's more, they'll like eating it, too. Look for Post Toasties Corn Flakes Menu #8

'Little Bit Better' Breakfast Sweepstakes!

\$100,000 IN PRIZES

WIN \$100.00 every day for a whole year

Nothing to buy! Nothing to solve!
Just send in your name and address.

RULES

1. Mail your name and address on a postcard to:
Post Cereals Sweepstakes
P.O. Box 1567
Bradley, Illinois

2. Entries must be postmarked not later than December 15, 1959. Winners will be chosen by an independent judging staff.
3. This promotion is good only in the U.S., its possessions and territories, except in Nebraska and New Jersey, and is subject to federal, state and local laws and regulations.
4. Employees of General Foods Corp., its subsidiaries and advertising agencies and their immediate families are not eligible.

★ ★ ★

1st PRIZE

One Hundred Dollars for You Every Day for a Full Year—\$36,500 in all! What a fabulous prize! What a glorious year for you!



2nd PRIZE

Ten Thousand Dollars in Cash! (Almost \$200 a week!) Money to make your happiest dreams come true.

ONE THOUSAND 3rd PRIZES

General Electric Breakfast Starter Sets, consisting of a new General Electric Can Opener, Deluxe Portable Mixer, and wonderful Peek-a-Brew Coffeemaker. Retail \$64.85.





Soft as my blanket
soft as me
That's how soft
softness can be

Softness is Northern

Northern Tissue is
made with fluff
Nothing else
is soft enough



In fresh, clean colors
and purest white

For lovely prints of five Northern Girls in 11" x 14" standard frame size, send
25¢ in coin to cover handling cost to Northern, Box 10, Green Bay, Wisconsin.

Another fine product of American Can Company



COMFORTABLY DRAPED ON VAN CAMP'S SHOULDER, PORKY MAKES A FORMIDABLE DISPLAY OF FUR AND QUILLS

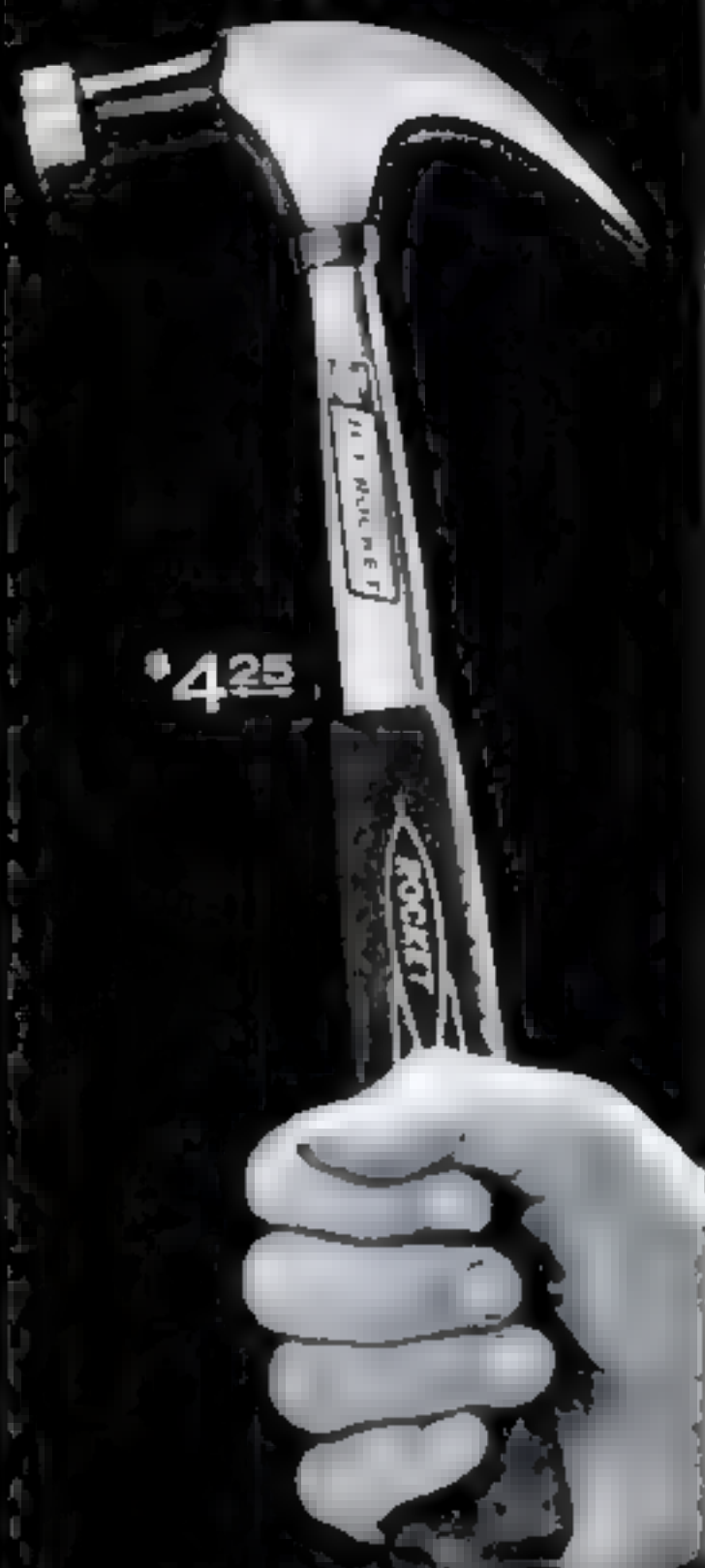
Just 30,000 Happy Quills

Five years ago Farmer Floyd Van Camp of Hay Springs, Neb. found a baby porcupine in his mailbox, put there by a practical-joker friend. Van Camp took the porcupine in and raised it to be a devoted pet. When Porky tires of shuffling around the farm, Van Camp carries him, all 42 pounds and 30,000 prickly quills notwithstanding. Almost daily, after the chores, the two return to the farmhouse for a cool drink. Soda pop, iced tea, milk or beer—Porky relishes them all impartially. Evenings there is always time to practice tricks (*below*). "He has only slapped me lightly with his quills *once or twice*," says Van Camp. "And he didn't mean it even then for he immediately helped pull the quills out of my hand with his sharp teeth."



FLAG-WAVING Porky displays his latest trick. → Porcupines are quite intelligent and easy to train.

SHAKE HANDS
WITH A
JET ROCKET...



and you'll never want to drive another nail with a lesser hammer! The comfortable cushion grip seems to grip back—and suddenly you're looking forward to the next hammering job.

You can feel the dynamic power and balance in this famous tool. You'll enjoy the *silviness* of the JET ROCKET as it centers the power of your swing, and absorbs impact shocks.

Head is permanently locked to tubular-steel handle. Grip won't slip, even when wet. Shake hands with a JET ROCKET at your hardware store today. True Temper, 1623 Euclid Ave., Cleveland 15, O.



Also see the ROCKET® at \$5.25, with polished aluminum head—see your hardware store. JET ROCKET and JET ROCKET are excellent nail pullers.

TRUE TEMPER.
THE RIGHT TOOL FOR THE RIGHT JOB

Now at your Ford dealer's Used Car Shopping Center...

A new kind of protection when you buy a used car!



Used Cars are inspected, reconditioned, road-tested. And they're warranted in writing by this exclusive new Performance Protection Policy

Now you can buy a used car with *new confidence!*

When you get an A-1 Used Car, you're getting a car that's been inspected, reconditioned if necessary, road-tested and warranted.

The exclusive new Performance Protection Policy is your warranty *in writing*. It's one of the greatest advances in used car history. Yet it's yours *free* with every A-1 Used Car at your Ford dealer's.

Only one car in ten on the highway today can meet Ford dealer standards for A-1 Used Cars. Your Ford dealer has to be *sure*. After all, his reputation rides with every A-1 Used Car he sells.

Don't settle for any used car without this kind of protection. Look for cars with the A-1 sticker.

They're sold only at your Ford dealer's Used Car Shopping Center.

TRUCK BUYERS—When you buy an A-1 Used Truck you get this same exclusive new Performance Protection Policy. Every A-1 Used Truck is inspected, reconditioned if necessary, road-tested and warranted in writing by your Ford dealer.



FORD DEALER  USED CARS

The Folklore of America



Intrepid Norsemen

The earliest legends reflecting the actual discovery of North America are the Norse sagas of the 10th and 11th Century explorations of Vikings Bjarni Herjulfson and Leif Ericson.

NEW 'LIFE' SERIES ON A COLORFUL HERITAGE

Whether it takes the form of an old story, a saying or a song, the folklore of a people—a compound of knowledge and imagination, enriched by the passage of time and repeated telling—reveals the vital character of those people. The half truths and whole myths, the misty fancies and the tall tales illuminate, as precisely as any dry and detailed catalogue of facts, the true spirit of the folk who relate them.

In this issue LIFE offers the first instalment of a five-part series on the vibrant and colorful folklore of America, a cultural heritage which is as absorbing in many ways as our actual history. For this unique presentation Artist James Lewicki, assisted by LIFE

reporters, has spent the past four years researching and preparing the 64 vivid paintings which follow here and in later issues. Some will tell familiar stories like the legend of Rip Van Winkle (*see cover*), but others will recount many folk tales unknown to most modern Americans.

This first instalment deals with the early legends of exploration surrounding the discovery of the New World. Others which follow show the legends of the American Indian, the folklore of the colonies, tall tales of the U.S. South and West, and finally that body of folklore, ever-changing as it passes by word of mouth from one teller to the next, which was fresh born as recently as 75 years ago.

Paintings for LIFE by JAMES LEWICKI

CONTINUED

Legends of exploration in A New World

Legend thrived in the narrow confines of the known world of the Middle Ages. Because men were ignorant of what actually lay beyond the horizon of the Western Sea they used their imaginations, bolstered by ancient myths and religious mysticism, to flesh out the unknown. As the great age of exploration began and men set out across a vast and treacherous ocean they believed might swallow them up, they entered an uncharted New World fully prepared to encounter the creatures and treasures of legends that had been created mainly in the Old.

Much of the early folklore of exploration and America has some immediate basis in fact; fanciful coloration and grotesque distortion followed later as the legends spread. Thus there surely was an Irish monk named Brendan, shown in this painting, and he may well have made a long voyage in search of some isles he thought were blessed. Reports of a matriarchal culture probably gave rise to the wishful conviction of many renowned Spanish explorers that an island of beautiful Amazons lay just off the coast of Lower California. Other familiar legends, of course, like the legend of Quivira, sought by the Spaniard Coronado in Kansas, were utter fabrications. But because these images were vivid and real in the minds of men, they have survived in spite of time and truth.

St. Brendan's Blessed Isles

St. Brendan, an adventurous Irish monk who died in 577, is the hero of many medieval travel tales. In the one illustrated here, Brendan set out with 12 of his brethren to find an island intended for the saints. After a fearsome voyage during which his ship was assailed by fire-wielding fiends, Brendan arrived at a

group of fair islands in the Atlantic. One was already inhabited by 24 monks. On another, fallen angels soared like great birds in and out among the lush trees. One Renaissance historian stated that St. Brendan's Isle was actually the back of a huge fish upon which Brendan and his weary band landed to celebrate Easter.









Madoc Discovers America

The legend of Madoc, a Welsh prince of the 12th Century, endured as accepted history almost until modern times. As the story has it, Madoc discovered America in 1170, more than 300 years before Columbus, and founded a colony variously placed by historians on the eastern seaboard and on the Gulf Coast near the Mississippi. The Madocians prospered and branches of these warlike people spread across the continent and down into Mexico. In a climactic battle which supposedly took place near the site of the present city of Louisville, Ky. the Madocians were all but annihilated by their Indian enemies. But lingering traces of them—in the form of faint tracks along forest trails, crumbled fortifications, and even white-skinned Indians who spoke Welsh—were reported by such prominent Americans as Daniel Boone and George Rogers Clark.

The Sea of Darkness

Mariners of the late Middle Ages, even those as sophisticated as Columbus, accepted as facts the horrific body of exaggeration and superstition surrounding the great uncharted ocean off the western coasts of Europe. Legend about the *Mare Tenebrosum*, the Sea of Darkness, had its roots in the mythology of classical times; only lost souls condemned to an eternal voyage wandered in this vast sink of peril, storm-tossed and without sun. It was, according to sailors who had survived its wrath, a sea where the water was so thick that ships could not pass. Monsters of every description were in abundance, winged fish crowded the waves, the hungry tentacles of huge octopi flailed the air. Sea serpents, which in every way resembled their fire-breathing landlocked equivalent, the dragon, reared their heads from the water and gobbled ships whole.

A Map Full of Myths

Whether they had origin in exaggerated fact or overworked fancy, tales brought back by early voyagers to the New World often came to be accepted as fact by mapmakers of the day, who entered them on charts which were used for guidance of subsequent explorers. On the map at right, Artist Lewicki has located most of the major myths of nearly 2,000 years of exploration. The validity of these myths and legends was not doubted by early adventurers. Years were spent seeking the Northwest Passage to the Indies and the riches supposedly hidden in the interior of the American continent. And each futile journey spawned fresh tales to be amplified in retelling and added to the folklore of the New World.

HOW TO LOCATE THE LEGENDS

Depicted on map are many of the explorers, voyages, places and incidents—some real, some mythical—that were involved in the New World's first folklore. 1 Circeus is one of 12 winds conceived by medieval mariners—others ring the map. 2 Mythical Spaniard Bartolomé de Fonte supposedly found Northwest Passage to Indies by sailing up West Coast in 1640. 3 This may be area early Norse explorers called Vinland and later described in their sagas. 4, 5, 6 Henry Hudson, Martin Frobisher and John Cabot all sailed north, looking for passage to India. None found it, but each had adventures that contributed to new store of tales. Hudson perished when crew mutinied and set him and son adrift in small boat. Frobisher found gold but visions of wealth evaporated when gold turned out to be of poor quality. Cabot reported shoals of fish thick enough to impede progress of his ship.

7 Greenland was discovered by Norsemen supposedly blown past Iceland by storm. 8 Iceland by legend was discovered by Irish, who called it Greater Ireland and established colony of monks there. 9 Norse reaching westward later colonized island. 10 Hardy western savages cross Atlantic in canoe according to tales which go back to Roman times. 11 St. Brendan landed boatload of Irish priests on back of whale, supposing it to be an island. 12 An Irish youth rode steed across ocean, slaying a giant, rescuing a princess and finally reaching the Isle of Youth, where he lived happily for 100 years. 13 European fishermen penetrated fishing ground off Newfoundland and brought fantastic tales of distant lands to Europe. 14 One was Estotiland, a highly developed country whose citizenry read books in Latin. 15 Legends have Norse seamen landing at many places in America, including New England. 16 Norumbega was mythical land, supposedly situated in Maine, whose cities boasted pillars of gold, silver and crystal and whose women wore golden armor. 17 Viking influence spread to Algonkin Indians whose mythology reveals some Nordic origins.

18 In the American interior Gran Quivira was a land of fabulous riches sought by Spaniards. Fish "as big as horses" swam in one of its rivers. 19 An inland sea was reported as true geography by Frenchman named Lahontan. 20 Madoc was Welshman who preached Christianity to Indians after landing on continent in 1170. 21 Chinese dwarfs were reported living in the Northwest. 22 The Seven Cities of Cibola, whose inhabitants were said to eat from plates of gold, were never found by Coronado. 23 Tales of dark-skinned Amazons living on a nameless island rich in diamonds and pearls sent Spanish explorers on fruitless quests. 24 Mythology of West Coast Indians often included tales of Little People or dwarfs. 25 Chinese legends contain reports that Buddhist monk named Hoer-Shin discovered America in 499, naming it Fusang. 26 Esteban was slave who led Spanish expeditions astray and later became legendary figure among Indians of Southwest.

27 Ponce de León searched for mythical fountain of youth. 28 This is a detail of Norumbega's fortifications (see 16). 29 Madoc (see 20) lands on East Coast as young man. 30 Sailors told of beautiful light-skinned Amazons who lived on island in western Atlantic and welcomed men for only three months each year. 31 Sailors believed that Bermuda was "Isle of Devils" surrounded by storms and populated by devils and witches. 32 Crews of early exploration ships reported seeing mermaids in many parts of the Atlantic. 33 The Welsh told of the "Isle of the Dead," lying in mid-Atlantic, where souls of the Druids lived. 33, 34 Gavran, a Welsh explorer, sought the mythical isle. 35 Antilia was supposed to have been refuge for seven churchmen driven out of Spain by Moors in Eighth Century.

36 Phoenicians, the earliest explorers of western sea, may have reached Britain by Sixth Century B.C. 37 Carthaginians probed farther westward in Fifth Century B.C., discovering the Canary Islands and Sargasso Sea. 38 By Fourth Century B.C., Romans had sailed far into the ocean beyond Britain, reached Ultima Thule, an island which they thought marked the northern limit of the world. 39 Legend of lost continent of Atlantis dates back to ancient Greeks. 40, 41, 42 Columbus said he sighted mermaids and heard of lands inhabited by griffins and men with tails. 43 Sailors touching Mexico returned to Europe with Aztec legend of Quetzalcoatl, plumed serpent god who had life-giving powers. 44 Eldorado was city of gold sought by explorers. 45 Another version of Amazon myth made the women into ferocious warriors. 46 Cannibals were among the perils exaggerated by early explorers. 47 Thomas More's Utopia was fictional perfect city, which some mariners of time took for actual fact. 48 and 49 Among mythical barriers to exploration of South Atlantic were sea monsters with an appetite for sailors and fire-breathing dragons who lived off coast of Africa and incinerated ships bold enough to venture near them.







Coronado and the Seven Cities

An old Spanish legend about seven fantastically rich cities led to the most famous early exploration into the heartland of the American continent. Francisco Vasquez de Coronado had grown up hearing of these cities; he was ripe to accept word they could be found in the New World.

FOLD OUT, DO NOT TEAR

The Search for Quivira

While among the pueblos, Coronado (*preceding page*) fell prey to the talented lying of an Indian slave known as the Turk, a prairie Indian from a region to the northeast of the pueblos. Near there, he told Coronado, was a fabulously abundant place called Quivira. The lord of Quivira was a great chieftain named Tatarrax (*below*) who took his daily siesta under a tree hung with golden bells. Also, said the Turk, "there was a river flowing in the Plains, with fish as big as horses and a vast number of very large canoes with sails, and carrying more than 20 oarsmen on each side." With such beguiling images in his mind Coronado started out with a party of 30 men, went north through the Texas panhandle into Oklahoma, crossed southern Kansas to the Arkansas River. Before he turned back, bitterly disappointed, Coronado met some groups of the impoverished Wichita Indian tribe. The Wichitas wore only breech cloths and their most precious metal was copper. The Turk proved truthful about one thing: the Wichita word for chieftain was Tatarrax.



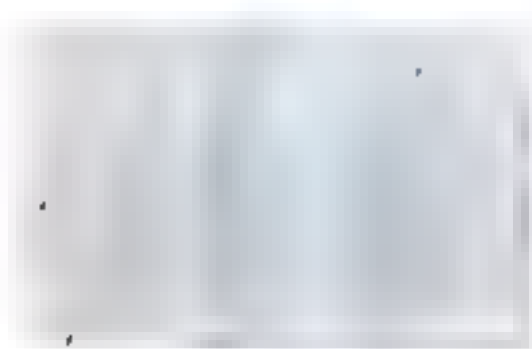


was killed by Indians, but not before he had sent back word that he had seen a magnificent country called Cibola where there were seven stone cities rich in gold and turquoise. With great excitement Coronado took up the search himself. His army of 336 knights and adventurers,

guided by Fray Marcos, was replete with the trappings of chivalry, wives and slaves came along; Coronado himself wore gilded armor and had 23 horses. But all he found before he turned east in search of another legend (*next page*) were the poor Indian pueblos of New Mexico.

For information on the other side

Back



Back

Back

For information on the other side

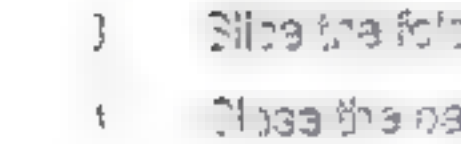
1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

출구용 KROG



1000

-





In 1539, the governor of New Galicia in northern Mexico, Coronado again heard about seven fabulous cities from a Negro slave named Esteban, who with three companions had miraculously survived Indian attack and desperate hardships during a seven-year trek from

Florida across the American Southwest and down to Mexico City. Convinced by the untruthful and ambitious Esteban, Coronado sent him north on an expedition headed by Fray Marcos, a missionary who had worked with the Aztecs. Esteban, traveling in advance of the main party,



The Fountain of Youth

One legend about waters which magically rejuvenate men tells of a spring of the life-giving River of Paradise found in Asia Minor at the time of Alexander the Great. As transposed to the New World, the legend attracted the Spanish explorer Ponce de León, who is supposed to have looked for it in Florida in 1521. Actually he sought the magic spring in the Bahama Islands in 1513, specifically on the island of Bimini. There, according to the stories of West Indian natives, was a "spring of running water of such marvelous virtue that the water thereof being drunk, perhaps with some diet, maketh old men young again." By American legend, Ponce de León went to find the fountain of youth himself (*left*). Actually, he sent an expedition headed by one of his lieutenants. The party found none of the exotic flowers or fruits they had expected, and the waters of springs they discovered left them refreshed but otherwise unchanged.

The Amazon Island

Possibly the most intriguing of all the early legends of the New World concerns an island populated by beautiful Amazons. The great explorer Hernando Cortez had heard these stories and, reporting in his letters on an expedition by one of his followers, he wrote, "He brought me an account of the chiefs of the province of Cegnatan, who affirm that there is an island inhabited only by women without any men—10 days distant from the province—rich in pearls and gold." There were tales about Amazon islands in other New World locations, but this particular group reigned over a luxuriant tropical isle in the Pacific near Lower California. They welcomed male visitors, especially sailors, for a certain season each year and then banished them, forcing them to carry off all boys who had reached puberty. Though Artist Lewicki has painted a Spanish ship in the Amazons' harbor, none ever anchored there. Or none, at least, ever returned.





criss X
crossed
for
comfort



criss X
crossed
for
action

criss X
crossed
for
perfect
fit



*DuPont polyester fiber

Charmode Elfin Bra

WITH BUTTERFLY INSERTS OF CORDTEX
FOR THE BEAUTY LIFT THAT LASTS

Criss-cross front bands and flexible back bands of Dacron* elastic let you enjoy the most energetic activities in perfect comfort! Stretch, bend, reach, pull—this lithe and lovely Charmode bra gives with your every movement.

Butterfly-shaped Cordtex* inserts at the underbust give you a gently rounded beauty lift. Cordtex never loses its lift—even after a year of washings! Sizes: 32-42, A to D cups, **3.98**

Buy Charmode Bras at over 1500 Sears Stores and Catalog Sales Offices or order from the big Sears Catalog by mail or phone.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

© 1989 SEARS, ROEBUCK AND CO.



MAN OF PEACE in Shaw's *The Devil's Disciple* is the Rev. Anthony Anderson (Burt Lancaster above), who preaches nonviolence until he gets into a fight with some British troops and discovers he loves it. He enlists in the Continental militia

A Trio of Greats Pep Up Shaw

George Bernard Shaw wrote all manner of plays. He wrote serious plays and bitter plays and plays of social significance and plays of cosmic complications. Among his 47 plays some are fairly frothy, as full of wit and grace as 18th Century comedy. Among these last is *The Devil's Disciple*, a play which should be turned into a musical (as Shaw's *Arms and the Man* was turned into *The Chocolate Soldier* and his *Pygmalion* became *My Fair Lady*) but has now been made into a movie.

In *The Devil's Disciple* two horse opera box-office blockbusters, Kirk Douglas and Burt Lancaster, last seen together in *Gunfight at the O.K. Corral*, are co-starred with the monarch of the British Shakespearean cinema, Sir Laurence Olivier. "Imagine," Douglas marveled, "us bums up there with the elite." But playing out Shaw's merry dreams of witty court martials, amusing hangings and the devil's work that went on when Lieut. General John (Gentlemanly Johnny) Burgoyne marched toward Saratoga, all of them do famously. Olivier, in the role of unfortunate general, has the best part and does best.



MAN OF WAR is peace-loving Gentlemanly Johnny Burgoyne (Sir Laurence Olivier, *below*), here pausing for tea while making scene showing road to Saratoga. He much preferred fine food, lovely ladies and his own witticisms to discomfort of war.



The
happiest
scotch
in water



MELLOW,
LIGHT -
JUST
RIGHT
FOR
TONIGHT

MARTIN'S V.V.O.

BRAND

©MCK & R. 59

BLENDED SCOTCH WHISKY 86.8 PROOF, IMPORTED BY MCKESSON & ROBBINS, INC., NEW YORK, N.Y.

SLIM TRIM Underwear Comfort

Jockey
SKANTS[®] brief



in
Candy Stripes
and
Solid Colors!

SKANTS—for that slim-trim comfortable look! Bikini-styled, SKANTS are tailored of 100% stretch nylon that molds to your body. Cut high on the sides, low at the waist, this brief-brief provides maximum freedom of movement with minimum coverage. Now in stripes (red, black, green, rust, blue) and solid colors (black, red, maize, grey, blue, white). Try SKANTS for sensational comfort! \$1.50.

Jockey SKANTS[®] brief
fashioned by the house of



DO-GOOD DISCIPLE of devil is Richard Dudgeon (Kirk Douglas). He mocks the virtuous and one dark night tells the parson in a graveyard that the devil made a man of him. But despite himself he keeps on doing good deeds.



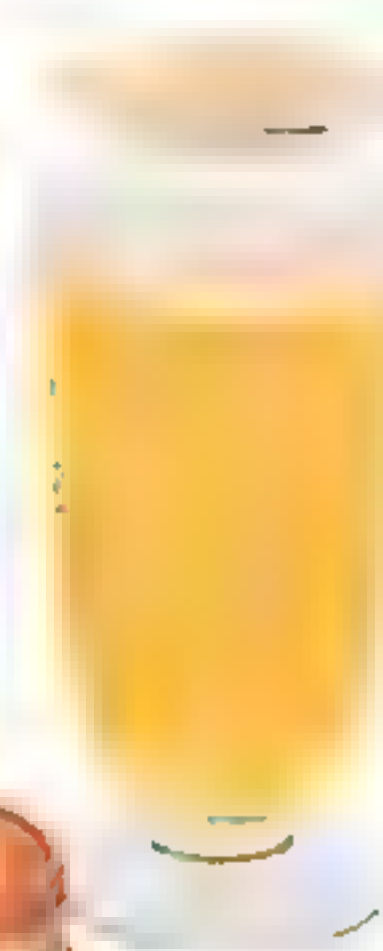
Wake up to **TANG**

New breakfast drink discovery with more **vitamin C** than orange juice!

There's no summer vacation from your need for vitamin C. You need it every single day of the year. You can't store it up for tomorrow.

TANG provides more vitamin C than fresh or frozen orange or grapefruit juice. *More protective vitamin A*, too, than tomato juice.

New TANG is instant. No squeezing, no unfreezing. TANG's fresh wake-up taste blossoms out in plain cold water—always golden-good, never acid-y. Keep plenty on hand. It really puts the "good" in "Good Morning"!



**NEW!
INSTANT!**

**JUST MIX
WITH COLD WATER**



© 1975 TANG FOODS CO.

Mile after mile, you can depend on the safety and stamina of The General Dual 90. The tire that gives free road service if it punctures.



Nygen[®] Cord
and 2 treads



**NEVER
ANOTHER
FLAT TIRE!**

GENERAL DUAL 90



Everything's peaches and cream... and Kellogg's!

**"The best to you
each morning"**

Best liked (World's favorite)

... Best flavor (Kellogg's secret)

... Worst to run out of

Kellogg's



CORN FLAKES

© 1959 by Kellogg Company



IN T-SHIRT AND GYM TRUNKS WILLIAMS SITS ON PIANO AND PLAYS SCALES TO STRENGTHEN ARMS, SHOULDERS



ON PIANO BENCH IN HIS HOME, WILLIAMS SQUEEZES RUBBER BALL AND STRETCHES BANDS TO DEVELOP FINGERS

Muscled Schmaltz Artist

The most successful practitioner of cocktail time music in the U.S. is a civil engineer named Lou Weertz who calls himself Roger Williams, a name he took from a telephone book. When Williams' soft *Autumn Leaves* comes floating through a cocktail lounge (from a juke box, since few cocktail lounges can afford him), the girl on the other side of the dry martini seems so much more tender, the man about the bourbon and water so much more devastating

and the smell of sweaty gym clothes is unthinkable.

But it is in his home gym that Roger Williams works to maintain his magic. To keep his fingers supple and stretch his hands he daily rat-a-tats the light punching bag, pants on a rowing machine, skips rope and chins himself in doorways. As these photos show, he mixes muscles and music right at the keyboard. And the result is the clearly phrased schmaltz millions—he has sold three million albums—adore.

Ready for your first bra?
You need

PETER PAN
Heaventeen



Wonderful Heaventeen bras
make the most of youth!

Above: soft stretch-nylon cups
adapt to developing figures!

Below: fagotted cups assure gentle
support, flattering fit! Each 1.50



PETER PAN FOUNDATIONS, INC. • NEW YORK • MONTREAL

It's Pensational!

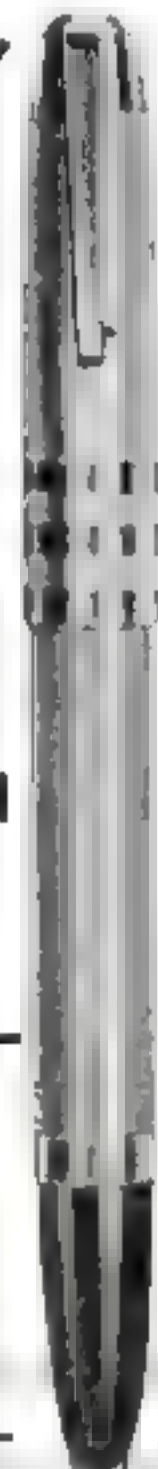
You need never
run out of ink!

NEW, AMAZING, PATENTED

**Aqua-
Pen**

the fountain pen you

**FILL
WITH WATER—
WRITE WITH
INK!**



WATER, WATER, EVERYWHERE —
NOW EVERY DROP MAKES INK!



only
\$1.49
complete with cartridge
Refills — 29¢

Wherever Pens Are Sold — or write:
UNIVERSAL FOUNTAIN PEN & PENCIL CO., Inc.
808 Driggs Ave., Brooklyn 17, N. Y.



City Planning and Re-development is not an enterprise confined to the great metropolitan areas. New Haven, Connecticut, population only 168,000, has undertaken one of the nation's most ambitious municipal re-development programs. Substandard areas totalling over 700 acres already are giving way to new construction—mid-town shopping centers, hotels, apartments, schools, playgrounds, highways and other facilities—which will cost nearly \$200,000,000. Here Mayor Richard C. Lee (left) and Planning Director Norris C. Andrews discuss plans calling for rehabilitation of 600 more acres in the near future. City and Regional Planners in all the country's metropolitan areas are engaged in similar projects.

Should your Child be a City and Regional Planner?

By Paul Oppermann

Executive Director, Northeastern Illinois
Metropolitan Area Planning Commission,
as told to Llewellyn Miller

A MAN FROM MARS was having lunch with the mayor of a great American metropolis in the year 2000.

"This is a wonderful city to visit, and I'd like to work here, too," he said.

"Fine! Can I help you find the right apartment?" asked the mayor.

"Oh, I'll commute from outer space," said the man from Mars. "We think the kids do best in a house and yard—and Mars is nearer than your suburbs, timewise."

* * *

Such tales are told in jest in all of our big cities today, but there is a sting of bitter truth in them. Our cities are expanding explosively. If that seems an overly dramatic description, look at the facts:

In 1945, our population was under 140,000,000.

Today, we are over 176,000,000.

By 1975, we shall number well above 225,000,000.

This means that in 15 years we shall need new homes, schools, hospitals, stores, transportation and other facilities for over 50,000,000 more people than we now have.

Where will these millions live? A great majority will pour into our cities.

In 1945, about 58% of us lived in urban centers.

By 1975, nearly 80% of us will live in cities.

Each year machines replace manpower on farms to an increasing extent. Each year more people turn to cities and towns for jobs. Each year suburbs sprawl farther into the countryside. Right now, we are bulldozing farms and forests into streets and lots at the rate of 1,000,000 acres a year—3,000 acres a day!

What will happen to the hearts of cities as the suburbs rush outward leaving great office buildings, hotels, department stores and government structures stranded in the widening ring of dismal slums that already encircles most downtown areas?

Today we have over 50,000,000 cars.

By 1975, we may well have 88,000,000.

How will we get from home to work through streets laid out for horse-drawn traffic and already clogged with our present number of cars and buses?

These are the problems City and Regional Planners deal with. For young people qualified by intellect and temperament, I know of no career more challenging in unexplored horizons, or more important to the good life of every citizen than my rapidly expanding profession.

The Task Ahead

"What can a Planner do that architects, engineers and

sensible city councils haven't always done for us?"

It is not surprising that this question is often asked. The planning of cities for beauty and efficiency is an ancient art. But modern Planning (as a separate profession in the sense that colleges offer specific training for it) is only 30 years old. The first degrees ever given in this country in City and Regional Planning were granted two young men of the 1929 graduating class at Harvard. Today, 25 leading universities are graduating City and Regional Planners—direct evidence of how vastly the problems of metropolitan growth have multiplied within the lifetime of even the youngest parents, and of the imperative need for specialists to cope with the revolutionary change ahead for whole regions as well as for communities of all sizes.

For example, air pollution and drainage do not observe city limits. Smoke from factories in one concentrated industrial center can blanket dozens of lovely surrounding communities with smog, no matter how vigorously they regulate themselves to keep air pure and clean. Each farm, engulfed by a sprawling new subdivision, adds to flood hazard elsewhere as rain water, unable to soak safely into meadows, rushes in sewers to rivers.

Transportation does not respect political boundaries. New York City is a striking example. Over three million commuters travel in and out of it daily from Connecticut, Pennsylvania and New Jersey as well as from its own huge suburbs. Its bridges and tunnels are interstate



traffic problems. Another example is Chicago's new O'Hare Field. It serves more than 200 separate, incorporated municipalities in a six-county area with a population of nearly 6,000,000. This many people with separate local needs cannot possibly see their joint future in proper perspective without the aid of professionals trained in Regional as well as City Planning.

Preparation—and Financial Future

Let's look at the specialized duties of the modern Planner by examining his training which is far more diverse than many people guess. Nowhere is this better shown than in one of today's most pressing problems—slum clearance.

Some of the most valuable and potentially useful land in every city is blighted by clusters of decaying, long-obsolete houses. These rickety, ill-heated, badly ventilated dwellings are invitations to rat and vermin infestation. Often they are crowded past minimum requirements of human decency, and so are breeding places of disease and delinquency. As such, they affect life in the plushiest new suburb since all parts of a community share the disproportionately high costs of health services, policing, social welfare and correction in these depressed areas.

The Planner must know the legal devices by which such blighted centers may be taken over and razed with justice to owners and tenants. He must have firm grounding in economics and other social sciences, and in public and private finance and design so that slum clearance results in airy new developments with space for shops, schools, health centers; and also brings increased tax revenues to the city to help pay the public part of the cost of such improvement.

The Planner must be a generalist in architecture, engineering, sociology, demography, transportation, property law and city management in order to be a specialist

in designing relationships between public and private uses of land.

Training for this usually requires six years at university level—four years leading to a Bachelor's degree in Architecture, Landscape Architecture, Engineering, or in one of a number of Social Science fields, followed by two years in a Graduate School leading to a Master's degree in City and Regional Planning. With this in hand, the graduate has a nationwide choice of positions and a chance, later, to move on to bigger opportunities when he is ready for them. In 1958 there were twice as many firm job offers listed as there were graduates to fill them.

The new graduate can expect about the same income as a young architect or engineer in his locality. Promotion under present conditions can be quick. After a few years of responsible work in a big department, he can expect to become a senior Planner, or, likely as not, Director of Planning in a city of modest size at an annual salary of \$7,000 to \$9,000. The Director in a city of 100,000 can expect \$10,000 up. Directors of Planning in large cities or in metropolitan areas receive salaries ranging from this amount to \$20,000 and more per year.

Cities employ by far the largest group of Planners though counties, states, the U. S. Government, industry, and independent firms specializing in Planning are absorbing increasing numbers. Most of today's Planners are men, but the field is by no means closed to women, and the hazards often are rather less than for women architects who find themselves in an almost wholly "man's world" on the construction job. Civic and political leaders are inclined to listen with respect and trust to a poised, diplomatic, well-organized woman Planner, feeling that women can speak with a special authority about the needs of people. I know a dozen women Planners in important positions contributing in major ways to the communities they serve, applauded and appreciated by them.

Rewards—and Drawbacks

"Why did you choose Planning for a career?" I asked a young man some years ago. His answer is worth studying because it outlines both the main satisfactions and stresses awaiting bright young people like him. "Three reasons," he said. "First it offers stimulating work on the biggest scale I could hope to find in my field from the start. Second, it isn't just making a living. It's representing the public interest today and defending it for tomorrow. Third, it's community service but on an exciting Big-Business level—with prospects of some lively controversies to sharpen whatever wits I have."

The Planner must be prepared for many challenges, and often sharp opposition from those who do not understand the pressing need for hard-headed community planning and who regard him as something of a dreamer more concerned with the city's beauty than with the practical demands of urban growth and renewal. He must be ready to combat even more menacing opposition from those who understand his objectives all too well and who will attempt to twist a plan for community betterment to personal profit.

The Planner must be prepared to stand up for his convictions and take the consequences. Pressure to change many such things as zoning and the routes of thoroughways can be so severe, and selfish interests can be so determined and powerful, that sometimes the only way a Planner can save his integrity and his professional usefulness is to resign rather than agree to a proposal that will pay some limited group handsome returns.

On the other hand, one of the great rewards is discovering with what vision many public officials and clear-thinking citizens will back drastic remedies, often at personal sacrifice, when they are proved clearly to be of the greatest good to the greatest number. Another reward is constant contact with leaders in every field—government, industry, finance, education, social welfare, transportation, health, recreation and the arts. Every door is open to the Planner as he makes his rounds as coordinator of the countless aspects of his city's life. You might consider the Planner as the architect of his city's overall physical growth and development.

The boy or girl who will make a success in Planning must have some of the adaptability and ingenuity of a diplomat as well as a bright, open mind. It helps to be a persuasive speaker and, under pressure, a tenacious battler. Planning is a career that demands high standards of judgment, tact, patience, persistence, independence, and, most of all, respect for the worth and dignity of the individual, and for the ideals and processes of democracy. For such young people, the rewards are immeasurably greater than the drawbacks.

The greatest reward lies in the sharing of the enormous, important task ahead. All of our cities are at a crossroads. What we view in them today is both the worst and the best product of the industrial revolution—planless sprawl, ugliness, traffic congestion, slums and blight, as well as easier and more productive work, comfortable homes, splendid institutions, shorter working hours, higher income, greatly lengthened life span and increasing security for most of our people.

DID YOU KNOW...

- ... there were twice as many job offers listed for City and Regional Planners last year as there were graduates?
- ... Planners are employed not only by city, county, state and federal governments, but by industry and independent firms?
- ... women hold key positions in City Planning?
- ... the salary of a Planner ranges from \$7,000 to \$20,000 or more?

This series of articles is brought to you to help you and your family plan for the future. Your New York Life agent can be of assistance, too. He is specially qualified through training and experience to aid you in making plans for education, retirement and all the things which life insurance helps make possible. Get to know him soon.

Only those who possess great financial resources can endow glorious living monuments, such as so many of our magnificent libraries, hospitals, research centers, schools, museums and parks. But the Planner, through his daily work, has a part in leaving another kind of shining mark on the future: towns, cities and whole regions released from strangling slums—open, comfortable, efficient and beautiful.

What greater satisfaction can a career offer than opportunity for creative work that will make life better for all today—and through countless tomorrows?

Booklets available on many careers

This article is available in booklet form without charge. Also available are: a list of similar articles on thirty-six other careers which you may send for, and the helpful, informative booklet, "Planning a College Education." We'll be glad to send you any or all of these on request. Just drop a postcard to:

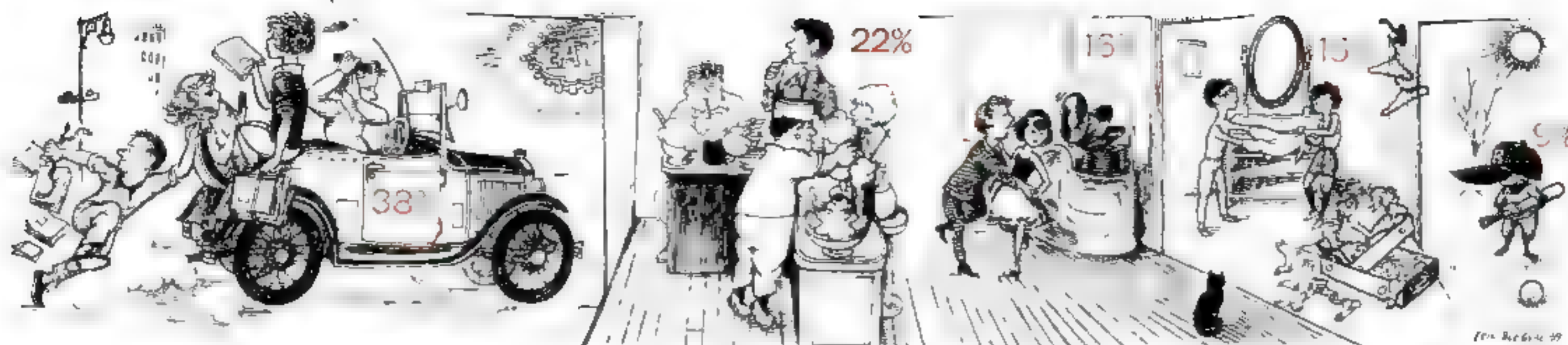
New York Life Insurance Company



Career Information Service
51 Madison Avenue, New York 10, N.Y.

The New York Life Agent in Your Community is a Good Man to Know

COPYRIGHT 1970 NEW YORK LIFE INSURANCE COMPANY



TEEN-AGE SPENDING HABITS are illustrated in drawing above. Of \$10 billion the teen-agers spend each year 38% goes for miscellaneous items including

transportation, grooming, books, newspapers, magazines, school supplies. They spend 22% on food, 16% on entertainment, 15% on clothing and 9% on sports.

A New, \$10-Billion Power: the U.S. Teen-age Consumer



To some people the vision of a leggy adolescent (*left*) happily squealing over the latest fancy present from Daddy is just another example of the way teen-agers are spoiled to death these days. But to a growing number of businessmen the picture spells out the profitable fact that the American teen-agers have emerged as a big-time consumer in the U.S. economy. They are multiplying in numbers. They spend more and have more spent on them. And they have minds of their own about what they want.

The time is past when a boy's chief possession was his bike and a girl's party wardrobe consisted of a fancy dress worn with a string of dime-store pearls. What Depression-bred parents may still think of as luxuries are looked on as necessities by their offspring. Today teen-agers surround themselves with a fantastic array of garish and often expensive baubles and amusements (*see pp. 80, 81*). They own 10 million phonographs, over a million TV sets, 1.3 million cameras. Nobody knows how much parents spend on them for actual necessities nor to what extent teen-agers act as hidden persuaders on their parents' other buying habits. Counting only what is spent to satisfy their special teen-age demands, the youngsters and their parents will shell out about \$10 billion this year, a billion more than the total sales of GM.

Until recently businessmen have largely ignored the teen-age market. But now they are spending millions on advertising and razzle-dazzle promotional stunts (*right*). Their efforts so far seem only to have scratched the surface of a rich lode. In 1970, when the teen-age population expands from its present 18 million to 28 million, the market may be worth \$20 billion. If parents have any idea of organized revolt, it is already too late. Teen-age spending is so important that such action would send quivers through the entire national economy.

Photographed for LIFE

by YALE JOEL

GIFT FROM FATHER, matched luggage for Honolulu trip, delights Suzie Slattery of Van Nuys, Calif.



MASS SHAMPOO prepares Newport, R.I. girls for acting parts in a hair-style show sponsored by John H. Breck, Inc. in the high school auditorium. Through

such local talent shows and heavy advertising campaign geared directly at the young, Breck has increased its sales to teenagers by nearly \$4 million since 1956.

CONTINUED



AUTOGRAPHING BEE features singing Kahn twins at Shillito's in Cincinnati, Ohio. Similar special shows have upped store's teen-age sales 44% in a year.

PLATTER PICNIC gives Harrisburg's younger set chance to season hot dogs and listen to rock 'n' rollers in promotion by RCA and F&L's mustard.



SOME FASCINATING FACTS ABOUT A BOOMING MARKET

FOOD: Teen-agers eat 20% more than adults. They down 3½ billion quarts of milk every year, almost four times as much as is drunk by infant population under 1. Teen-agers are a main prop of the ice cream industry, gobble 145 million gallons a year.

BEAUTY CARE: Teen-agers spent

\$20 million on lipstick last year, \$25 million on deodorants (a fifth of total sold), \$9 million on home permanents. Male teen-agers own 2 million electric razors.

ENTERTAINMENT: Teen-agers lay out more than \$1.5 billion a year for entertainment. They spend about \$75 million on single pop records.

Although they create new musical idols, they are staunchly faithful to the old. Elvis Presley, still their favorite, has sold 25 million copies of single records in four years, an all-time high.

HOMEMAKERS: Major items like furniture and silver are moving into the teen-age market because of

growing number of teen-age marriages. One third of all 18- and 19-year-old girls are already married. More than 600,000 teen-agers will be married this year. Teen-agers are now starting hope chests at 15.

CREDIT RISKS: Some 800,000 teen-agers work at full-time jobs and can buy major items on credit



AS SHE GAILY BOUNCES ON A BED IN A WESTWOOD DEPARTMENT STORE, SUZIE SLATTERY HOLDS A BOX CONTAINING A PERFUME SHELF SHE HAS JUST BOUGHT

Suzie Slattery, Seller's Dream

At 17 Suzie Slattery of Van Nuys, Calif., fits any businessman's dream of the ideal teen-age consumer. The daughter of a reasonably well-to-do TV announcer, Suzie costs her parents close to \$4,000 a year—far more than average for the country but not much more than many of the upper middle income families of her town. In an expanding economy more and more teen-agers will be moving up into Suzie's bracket or be influenced as consumers by her example.

Last year \$1,500 was spent on Suzie's clothes and \$550 for her entertainment. Her annual food bill comes to \$900. She pays \$1 every two weeks at the beauty parlor. She has her own telephone and even has her own soda fountain

in the house. On summer vacation days she loves to wander with her mother through fashionable department stores, picking out frocks or furnishings for her room or silver and expensive crockery for the hope chest she has already started.

As a high school graduation present, Suzie was given a holiday cruise to Hawaii and is now in the midst of a new clothes-buying spree for college. Her parents' constant indulgence has not spoiled Suzie. She takes for granted all the luxuries that surround her because she has had them all her life. But she also has a good mind and some serious interests. A top student in her school, she is entering Occidental College this fall and will major in political science.



SHOPPING FOR CHINA, Suzie shows mother \$17 a-setting pattern she has chosen for her hope chest

Spending for the Good Life



← **AT SUZIE'S PARTY**, given for 20 of her teenage friends, hostess snuggles up to boyfriend Ted Steg

FEASTING HER GUESTS, Suzie's father passes out barbecued hot dogs, while Suzie joins to



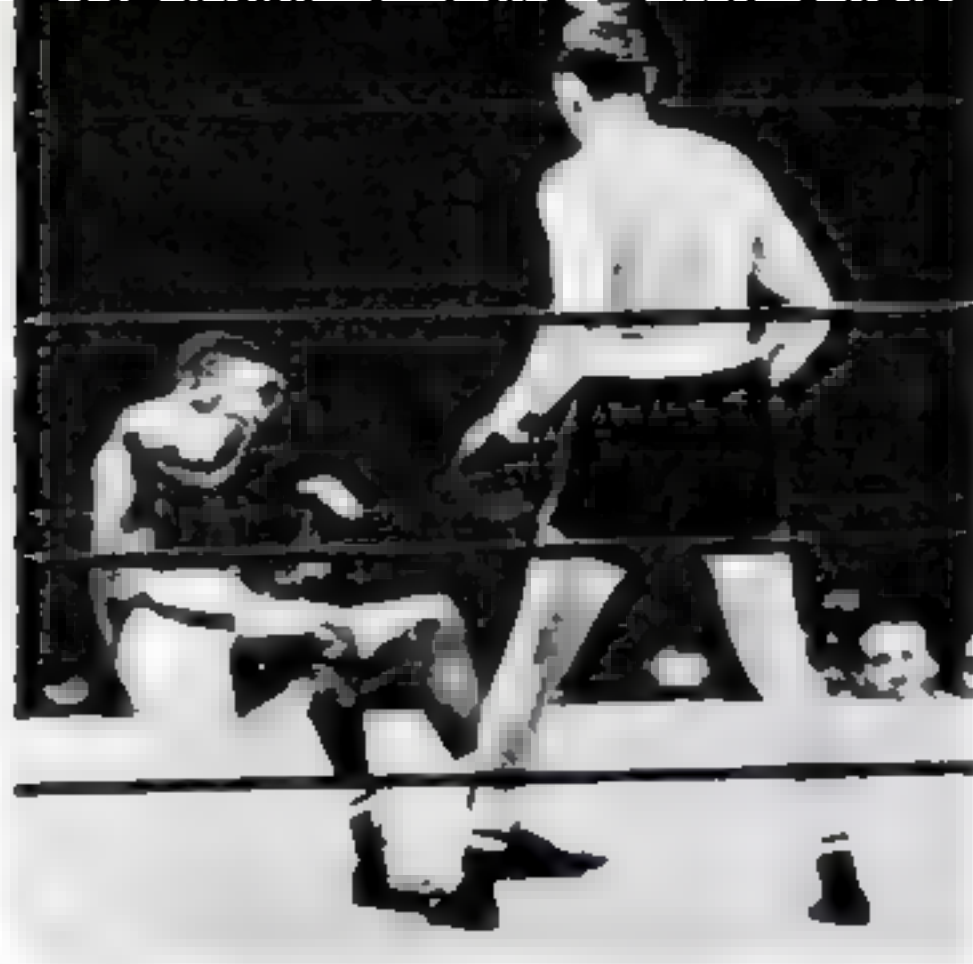
BEAUTIFYING THEMSELVES, Suzie (center) and two of her friends gave each other pedicures beside Suzie's swimming pool. Suzie owns seven bathing suits

IN REMODELED BEDROOM, which was recently done over for \$3,000, Suzie → chats on phone while to match her new dress a bed filled with new clothes





Scope—recent issues of LIFE covered Hawaii, Oxford, Rocky Mountain West, Stars and Nebulae in gorgeous splendor of full-color photography.



Action—in split-second photo, typical of LIFE's sports coverage, groggy Patterson goes down under Johansson's shattering right; the big right that took the title.



Grief—during past year you saw exclusive color photos in LIFE that showed last rites for two great world figures: John Foster Dulles, Pope Pius XII.

How do you measure



Beauty—here captured for LIFE readers by Nina Leen in one of many memorable color essays, "Moments of Happiness"; one of LIFE's best picture articles.

You measure a year by its great events—those that carried us forward, those that carried us back. You measure a year by its human happenings—those that made us laugh or cry.

And how do you measure a magazine like LIFE, whose job is to bring those great events, those human happenings, home to its readers swiftly, surely, memorably in pictures, in words, in words-and-pictures?

You measure it by its record.

In the last 52 weeks, LIFE has mirrored our times, our ways of life in more than 8,000 pictures like the nine that border this page.

LIFE has brought its readers hundreds of thousands of words of good reading in 116 major articles—by distinguished novelists like Romain Gary and A. B. Guthrie, Jr.—by those who made the news they wrote about: Vice President Nixon and Governor Rockefeller, Abdul Nasser and Senator Humphrey, Sam Snead and Ingemar Johansson, Field Marshal Viscount Montgomery and the Commander of the atomic submarine *Skate*—by LIFE's own award-winning correspondents, writers, editors.

Words-and-pictures? Do you remember "Darwin's World of Nature," "More

PART OF WHAT'S AHEAD



The Unseen Russia—new series of picture stories in color starting next week, will cover Religion, Love, Virgin Lands, Soviet Science and Technology.



American Folklore—the exciting series starting in this issue will continue into 1960, bring a new collection of paintings once every five weeks.



The Good Life—in December, the fifth of LIFE's special year-end issues will show how Americans spend their leisure time, how they might spend it better.



Insight—what it's like to soar weightless, an experience readers shared with Science Editor Warren Young of LIFE.



Drama—on-the-spot newspaper photo shows child rescued from Chicago parochial school fire that took 95 lives.



Remembrance—blanket is little girl's best friend. LIFE reminds readers in a heart-warming study of childhood.



Fun—fad for hula hoops, craze for telephone-booth jamming, lightened LIFE's coverage of last twelve months.

52 weeks ?

Livable Homes," LIFE's special issue on "U. S. Entertainment," "How the West was Won," "Old Age," "The Great White Fleet," the Jimmy Hoffa series . . . "The Moscow Fair," "The Soviet Secret Police" . . . "The Escape of the Dalai Lama" . . . The stories on Able and Baker, America's Space-Riding Monkeys . . .? These were just some of the stories, the great pictures and good writing you could find in LIFE week after week.

And what about the 52 weeks *ahead*?

Nobody knows what the news will bring, but you can be sure of this: whatever it is, wherever it happens, whenever it happens, you will see it in LIFE *as little as four days* after it happens.

As for some of the word-and-picture stories that can possibly be predicted—see below for LIFE's plans for the next 52 issues.



Intimacy—secretary ties Castro's sash in unusual LIFE photo study taken during Cuban leader's visit to New York. A typical LIFE close-up, inside photograph.

IN THE NEXT 52 WEEKS



Benjamin Franklin—in October, LIFE presents the first in a series based on the never-before-published private papers of a really colorful American.



The Southeast—third in a series of U. S. Tours your family will want to take someday. This series includes suggestions of places to stop, to stay and to see.

OTHER FUTURE FEATURES:...

Continuing Reports on What's New in Gardening . . . The Hudson River . . . Bird Migration . . . The Teenage Market . . . Literary Africa . . . Great Fresh and Salt Water Fishermen: A Two-part Series . . . New Guinea . . . World's Most Beautiful Stamps . . . The Astronauts . . . Heritage of the Northwest . . . The New Los Angeles . . . The Adams Papers: A Series . . . Homework . . . Mar del Plata, Riviera of Latin America . . . New Facts About "The World We Live In."



RECOVERING FROM BURNS, Clifford Johnson is shown after 10 months in Boston City Hospital. At

this stage Johnson was allowed to sit up in bed and begin exercising to flex his burn-toughened skin.



SURGEON IN CHARGE OF JOHNSON'S CASE WAS

Youth's

FAMOUS DISASTER

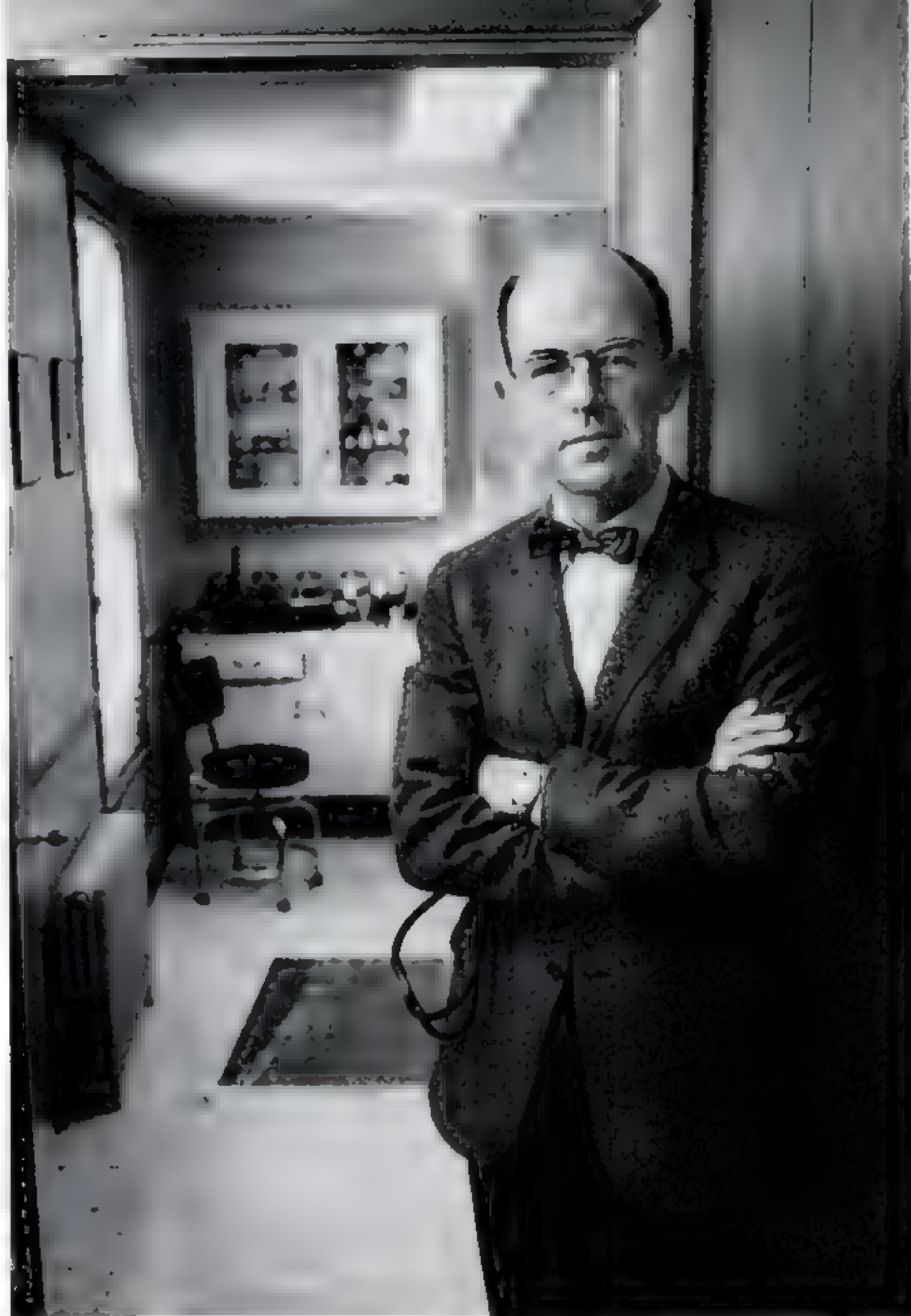
*On the evening of Nov. 28, 1942, in one of the worst civil disasters in U.S. history, fire raged through the overcrowded Cocoanut Grove night club in Boston and caused the death of 490 people. This article about one of the Cocoanut Grove survivors is taken from Paul Benzaquin's book *Holocaust!*, an account of the fire to be published in November by Henry Holt and Company, Inc.*

by **PAUL BENZAQUIN**

AMONG the 181 living victims of the Cocoanut Grove fire who were taken to Boston hospitals on the night of Nov. 28, the most critically burned was a 21-year-old Coast Guardsman named Clifford Johnson. No human being then known to medical history had ever endured such burns and survived.



DR. NEWTON BROWDER, WHO DID SKIN GRAFTING



JUNIOR INTERNE WHO FOUGHT TO SAVE JOHNSON WAS PHILIP BUTLER, NOW A SUCCESSFUL DOCTOR

Fearful Ordeal by Fire

BROUGHT AGONY, HOPELESS WEEKS, UNBELIEVABLE RECOVERY

Johnson, a farm boy from Sumner, Mo., actually got out of the fire unharmed—the first time. But he went back to save the girl he had dated that evening. He went in four times, fruitlessly. On his last trip out he was completely wrapped in flames. When he fell on the sidewalk his burned flesh was rasped and scraped by its rough surface. The rush of pain was so terrible that he fainted instantly.

When Johnson arrived at Boston City Hospital the nurses began stripping away the remains of his charred uniform and underclothing. He was so terribly burned that often they could not tell where the clothing ended and his flesh began. Clearly the boy was mortally injured and anything done for him could be no more than an obeisance to chance. Already people burned less seriously than Johnson were

dying. Why his heart continued to pound and his blood to flow was a mystery.

Johnson's back, buttocks and legs were not just burned, they were charred. The burns extended around his torso, so deep in one place that the ends of two ribs were exposed. His thighs were roasted, the left one down to the bone above his knee. A burn on his chin exposed the jawbone. Rarely had anyone ever survived with a third of his skin burned away. Johnson had lost more than half of his.

Symptoms of shock

HE was in deep shock. His pulse was rapid and weak, his breathing barely detectable. So extensive were his burns that there was no place on his body to measure blood pressure.

The first treatment of his burns was with triple dye, a garish purple solution sprayed liberally over the exposed tissues to seal them from the air and help prevent infection. Then he was put into bed on his back. After much searching, a usable vein was found on his arm and he was given the first of 17 pints of plasma he was to receive that day.

Then he got his own private doctor.

Philip S. Butler, a Tufts College medical student in his final year, was working as a junior interne at City Hospital. He was pressed into service to stay with Johnson and keep him alive—if he could. Theoretically available to Butler during the next four days was the advice and assistance of the entire medical staff of a great hospital. But in practice Butler was largely on his own, for the other doctors all had

ORDEAL BY FIRE CONTINUED

heavy loads to bear in the crisis. Clifford Johnson seemed a hopeless case and the harassed doctors owed their first attention to those with a better chance.

Butler went almost without sleep for the next three days and kept the boy alive by ingenuity, devotion and buckets of intravenous fluids. In addition to plasma Johnson received more than six pints of saline solution in his first 24 hours. Before each infusion the burned body had to be probed for a vein which would accept the needle.

All the while the signs of life kept fading. Johnson's temperature dropped to the low 90s. What skin was left became gray and clammy. He could have died at any second without surprising anyone. But he hung on.

This was no display of courage and tenacity. Johnson was only semi-conscious, almost completely unaware of what went on around him. A magnificent body reacting to terrible punishment clung to life by chemistry, unconscious will and, some thought, divine magic.

It was not until the fourth day that other activity in the hospital slowed down enough to permit any of the staff to take an uninterrupted look at Johnson. The case of the burned Coast Guardsman became the subject of an earnest conference among three top doctors: Charles C. Lund, who was in command of the hospital's entire emergency effort; Robert H. Aldrich, who probably knew more about the treatment of burns than anyone in the country at that time; and a general surgeon named Newton C. Browder.

Browder, who like the others had worked for 36 straight hours, studied Clifford's wounds and read the dismal chart. Everything he saw and read indicated that the boy was dying. Dr. Aldrich examined Clifford too. Finally he told Lund and Browder, "We can save this boy. I mean it. If we handle him properly, he can make it."

Browder looked at Clifford. They had turned him face down for the examination and decided to keep him that way because of the massive destruction on his back. He wondered whether there was any real hope of helping the boy survive. He estimated that 45% of Johnson's skin was lost in third-degree burns and another 15 to 20% in second-degree burns. The one thing in his favor was that during the fire he apparently had not breathed much of the noxious gas that was killing so many other victims. Browder knew that Aldrich was not a man to speak without conviction. He agreed to take the case.

The first step Dr. Browder took was to make Johnson the lone occupant of a four-bed ward. The rest of the space was taken up by the sterile supplies, surgical equipment and medications he needed. Six special nurses, supplied by the Red Cross, came on to work in pairs. Their eight-hour shifts were hard physical labor. Every minute there was something to do for the patient: whole blood transfusions, saline infusions, pulse and respiration checks every quarter hour, food by stomach tube. Johnson's system kept sending serum out through his burns so that his body dripped constantly, soaking through stacks of hospital bedding daily.

Dr. Browder, usually with Dr. Lund, examined the burns minutely every day. Johnson lay in a frame which made it possible to raise him off his bed so the doctors could pore over every square inch of damaged skin. The examination took at least an hour. Every pocket of infection and every loose crust had to be found, cleaned and resprayed with the dye.



TERRIBLE BURNS completely covered Johnson's back, which was discolored partly by injuries, partly

by aniline triple-dye solution used in treatment. This picture was taken about two months after fire.

During the whole month of December the closest Clifford Johnson ever came to normal consciousness was wild delirium. Most of the time he was in a state compounded of sleep, semi-consciousness and shock. If he rose above this state he was brutally sent back by assaults of terrible pain.

Hovering over him for hour on endless hour was Philip Butler, employing all his freshly learned knowledge of medicine, following the instructions of Browder and the other doctors, and improvising whatever else was needed. One of the things he had to do was to give Clifford shots of codeine to cut down the pain. Clifford had to have so much of it that the doctors knew he would become addicted to it when the pain was gone. But there was no choice. When his suffering became too great, he would soar off into shock, his pulse rate shooting up so high that it could not be counted.

No one could understand how the farm boy kept going. Every day he would overcome a crisis of one sort or another. They could not weigh him, but they could see the relentless shrinking of his body as his chemistry converted muscle tissue back into liquid protein for use in basting his burns.

Besides all this, there was infection.

Although many kinds of germs were infesting Johnson's burns, Dr. Browder felt he could not risk the use of sulfa drugs. If given in sufficient quantity they could fatally damage Clifford's kidneys. So the doctors fought the threat by cleanliness, cleaning up pockets of infection by hand, then spraying them with the triple dye.

The purple bed sheets

EVERYONE in the hospital laundry knew Clifford's bedding by now because of its repeated subjection to the triple dye, which could never be washed out of the fabric. Rather than stain most of the hospital's sheets, the laundry washed and sterilized the purple ones and sent them back to Clifford's room. Six Coast Guardsmen were assigned to visit the hospital twice every day and gently lift Johnson off his special frame, so that the bedding could be changed. Nobody was allowed in the room without mask, cap and gown. The doctors scrubbed up and put on sterile gloves every time they touched the patient.

In addition to everything else, Clifford developed an extremely dangerous condition called hemoglobinuria. This resulted from the release of hemoglobin through the bursting or shriveling of blood cells which had been exposed to the heat of the fire. The hemoglobin passed through the kidneys and was detected by the doctors in the urine. The possibility

the doctors now feared was fatal kidney damage. Besides Johnson 14 Coconut Grove victims at Boston City Hospital developed hemoglobinuria. All eventually died.

Johnson had already received far more than the usual number of transfusions, but the doctors continued to pour blood into him. Slowly the telltale color began to fade out of his urine. Finally it disappeared. The threat of hemoglobinuria had now passed, but otherwise Johnson continued as before—infected, semi-conscious, losing weight, running a fever, his raw flesh weeping serum.

Just before Christmas in 1942 Dr. Browder became aware of yet another crisis. This time, however, it did not directly involve Johnson's wracked body.

The problem was the special nurses. Most of them were young graduates. They could be dispassionate toward moderate suffering, but to work for eight straight hours over this tortured, half-destroyed youth was too great an assault on their sensibilities. In his deep delirium Johnson often sobbed like a child, and if he came to partial consciousness it was to moan and cry out against his pain.

None of the nurses quit, but their response made them useless. Dr. Browder would come in to find them sobbing, near collapse, still trying to minister to Clifford, but so close to breakdown as to be dangerous to him. Browder had no choice but to relieve them and send for other nurses.

On the day before Christmas there was almost nobody left. The only nurse the Red Cross registrar could think of who could handle the case had just finished 20 days with two other badly burned Coconut Grove victims. It seemed doubtful that she would be willing to give up her holidays to take on so depressing a case. The registrar called anyway. The nurse grumbled a little, but she did not refuse to come in. She said she would be there as soon as she could get into a fresh uniform. And so Mercy Smith joined the nurses working with Clifford Johnson.

Mercy was in her middle 30s and her habitual expression was something between a pout and a scowl. But if she could be provoked into a smile the patient could always tell how misleading was her crust of peppery impatience.

Mercy Smith, Newton Browder and Philip Butler (who presently went back to his classes at Tufts but spent all his spare time with Clifford) toiled over their patient every day, seven days a week. They came to know him and one another as intimately as though they were all of a family.

Mathematically the odds against Johnson's pulling through were still hopeless. The simple measurement of the protein he was losing

CONTINUED

Just Dial!

Why bother with a special deodorant? Just a daily bath with Dial takes care of perspiration odor for the day—for millions. Nothing else gives such complete and reliable protection. Because nobody else has AT-7!

Just Dial, the soap for people who like people.



Aren't you
glad you use
Dial Soap!



(don't you wish everybody did?)

Doctor Warns Mothers Most "First Aid" Antiseptics Fail Children 2 Ways...

REPORTS NEEDLESS SUFFERING PROLONGED.

New York, N. Y.—A noted N. Y. doctor today revealed the startling truth about "first aid" antiseptics like Iodine and even so-called "painless" iodines. They fail to help children's skin injuries in 2 vital ways because they do not contain specific medication to: (1) — Relieve pain, (2) — Speed healing.

Doctors know that these old fashioned antiseptics do only one thing...*only* fight infection. But when your children cry out in pain with an ugly skin cut, scrape or scratch, you want to do more than merely fight infection. You also want to stop the pain itself... and to do that you need an *anesthetic*. Then you want to help heal the injury... and to do that you should have *medication*.

New antiseptic formula is
anesthetic and medicated too!

Now, medical science has discovered how you can relieve pain and speed healing as

you fight infection. The secret is a new greaseless wonder cream from the Noxzema Laboratories, called NOZAIN.

New NOZAIN is not only antiseptic and "painless" to fight germs and infection but also:

1. **Anesthetic**—gently, safely relieves the pain itself in seconds.
2. **Medicated**—actually helps speed natural healing of damaged skin tissue.

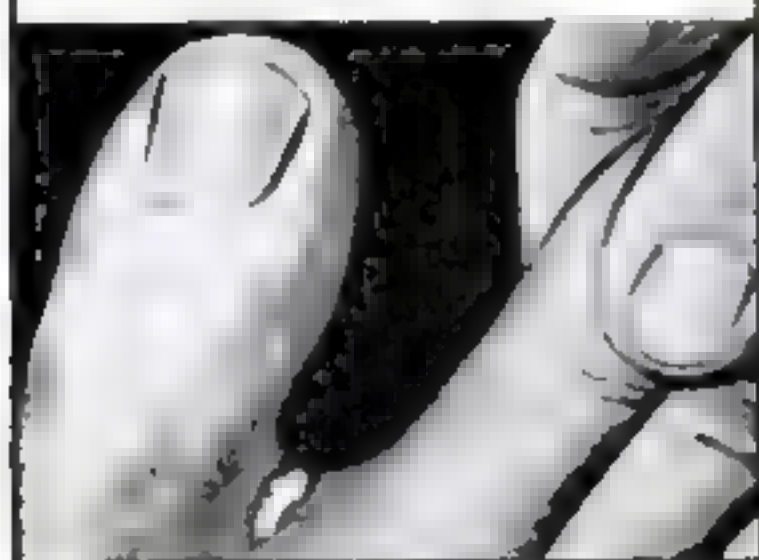
Guaranteed by Noxzema

New NOZAIN is guaranteed by Noxzema to bring comforting relief from pain in seconds or money back. NOZAIN is also guaranteed to relieve intense itch... and even severe sunburn pain... in seconds. At all drug counters. Ask for new NOZAIN.



Get after Athlete's Foot *FAST!*

BEFORE THIS—



Raw, red cracks between the toes, itching or peeling are the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act fast!

Absorbine Jr. kills 100% of Athlete's Foot fungi in laboratory test tubes in less than 5 minutes!

That tingling sensation you feel tells you liquid Absorbine Jr. is busy killing all the fungi it reaches—even in tiny cracks.

For a famous laboratory grew millions of Athlete's Foot fungi in test tubes and reported *every single one killed by Absorbine Jr.*

And in carefully controlled clinical tests on patients, doctors reported Absorbine Jr. brought successful relief to the great majority of sufferers. Absorbine Jr. also comes in familiar family and hospital size bottles. At all drug counters.



BECOMES THIS!



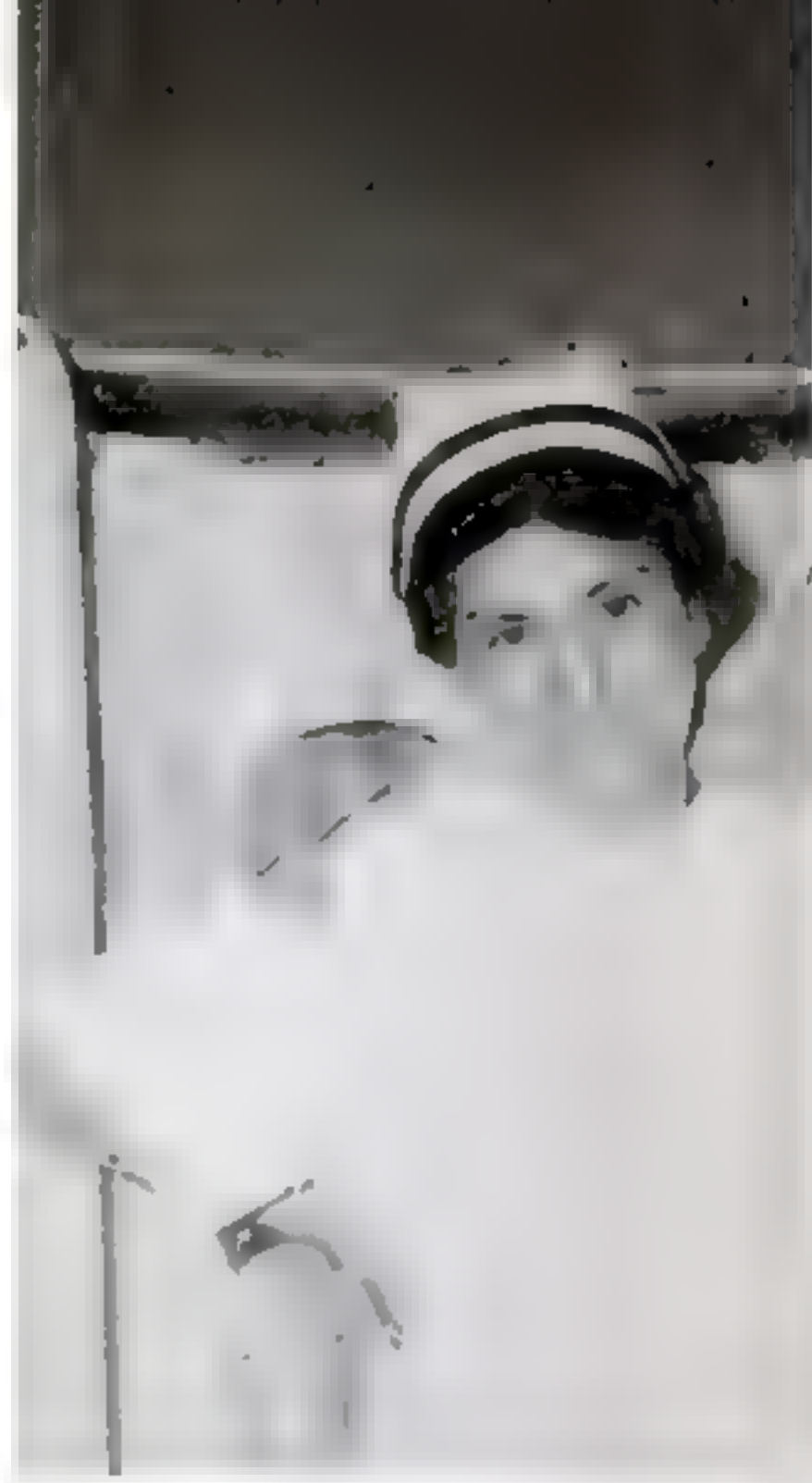
Left untreated, Athlete's Foot fungi burrow, spread. In advanced stage, like ringworm of the foot above, see your physician or podiatrist.



New bottle ends risk of spreading Athlete's Foot. Simply dab Absorbine Jr. on infected area with sponge tip. No drip... no mess... you treat Athlete's Foot without touching it with your hands.

**America's No. 1 Formula
for Athlete's Foot
Absorbine Jr.**
W. F. Young, Inc., Springfield, Mass.

LEARNING TO WALK, the convalescing Johnson took first steps in the hospital with the assistance of Nurses Adlena Kelly (left) and Mercy Smith. They gave him physical therapy treatments which helped him move more freely.



ORDEAL BY FIRE CONTINUED

against the little they were able to replace indicated that he was consuming his own body.

At the beginning of Johnson's 12th week he entered the worst of all the crises: he began to develop edema. The loss of protein from his blood allowed fluids to seep out of his blood vessels. These fluids were saturating his tissues. Consequently he was swelling everywhere, even where there were no burns. Because of the loss of protein and other substances the decline of Clifford Johnson had reached a point which the medicine of that day regarded as irreversible. He had lost 60 pounds. His blood was thin and watery. He ran a fever most of the time. The Red Cross brought his mother and father from Sumner to be near him when the end came.

What made it sadder was that Clifford Johnson was now consciously working with the doctors. He had started showing signs of awareness in the middle of January. His pain was monumental, his body almost destroyed, but he was no longer a vegetable.

Philip Butler would sit by the side of the bed and talk endlessly. Clifford made few responses, but he listened as in a mumbling monotone Butler poured into him all manner of propaganda for staying alive.

At that point Dr. Lund learned of one more thing that could be tried. A Harvard biochemist named Dr. Edwin Cohn was experimenting with plasma fractionation, a process by which the various proteins in blood plasma could be separated and used or preserved individually. Dr. Lund believed that serum albumin, one of the first proteins to come out of this fractionation process, might check Clifford's edema. With great difficulty he managed to obtain nine units of it.

Dr. Browder did not know, when he gave Johnson these units, that serum albumin had been tried as a desperate measure on two other recent cases who had also suffered massive edema. Both of these patients had died. Had he known, he would not have proceeded and Johnson might well have died then and there. But over the next three days Dr. Browder gave Clifford Johnson seven of the nine units. After the seventh there seemed some danger of straining Johnson's heart, and Browder had to stop. Now there was nothing to do but to wait.

Clifford was running a high temperature. His pulse fluttered faintly. He could die at any second.

But the frightful edema began to subside. Over the next 24 hours Dr. Browder could almost see the tissues shrinking back. Soon the swelling disappeared completely. Johnson was retaining the protein concentrates. For the first time since he entered the hospital he was taking in more protein than was oozing out of him.

Once started, Clifford's comeback from the edema was breathtaking. He began to eat normally—and suddenly the boy who had been dying was in such good shape that Dr. Browder began planning for skin grafts. Within a week Clifford was ready to receive the tiny spots of skin which, it was hoped, would grow toward each other and cover him again.

For the first surgical session Dr. Browder and his team scrubbed up and dressed right in Clifford's room. To move him to surgery would almost certainly have meant fatal shock—and also might have



filled the operating room with the virulent organisms which thrived in Clifford's burns.

Dr. Browder picked up the grafts himself. Using a needle which had three cutting edges, he would take up and cut away a grain-sized speck of sound skin from Clifford's arm. The needle would then be passed to another surgeon, who would place the tiny skin patch on Clifford's raw back.

There is no more arduous, painstaking form of surgery. The grafts would stick to the needle, or slip out of position after they had been put down. In three or four hours the team planted between 1,500 and 2,500 of the grafts. Then Clifford's body began to rebel. His pulse shot up again, and they had to stop.

Dr. Browder had resigned himself to the probability that half or more of the precariously located spots of skin would slough off from infection, float off from edema or rub off through irritation. But 10 days later, when he eased off the dressings to inspect his work, he found that more than 90% of the grafts were seated perfectly and beginning to grow outward toward each other. The incredible Clifford Johnson had come up with another miracle of healing, and the nurses and other doctors at City Hospital were as delighted as if they had just won the sweepstakes.

They went ahead enthusiastically with the grafting of Clifford's back, slowed only by the scarcity of sites from which to take the pinpoints of skin. Mercy Smith tended the new grafts with nunlike dedication, changing the dressings, spreading on a cod liver oil preparation with sterile throat sticks, and tirelessly keeping Johnson clean and comfortable.

At last Clifford's entire back was covered. Now it was time to turn him over. His legs were stiff, his elbows and armpits had webbed together and it was difficult for him to lift his head. But he was tickled when attendants lowered him carefully into the position he had not lain in for more than six months. "Now I can see what you all are up to," he said to Dr. Browder.

Browder then began to work on the other side. He had to cover the gaping infected bone area on Clifford's legs and patch up the hole that went down to his ribs. There were also tricky grafts to be done beneath his shoulders and on his hands. But Browder was spurred on by that beautiful back with its 6,000 separate grafts.

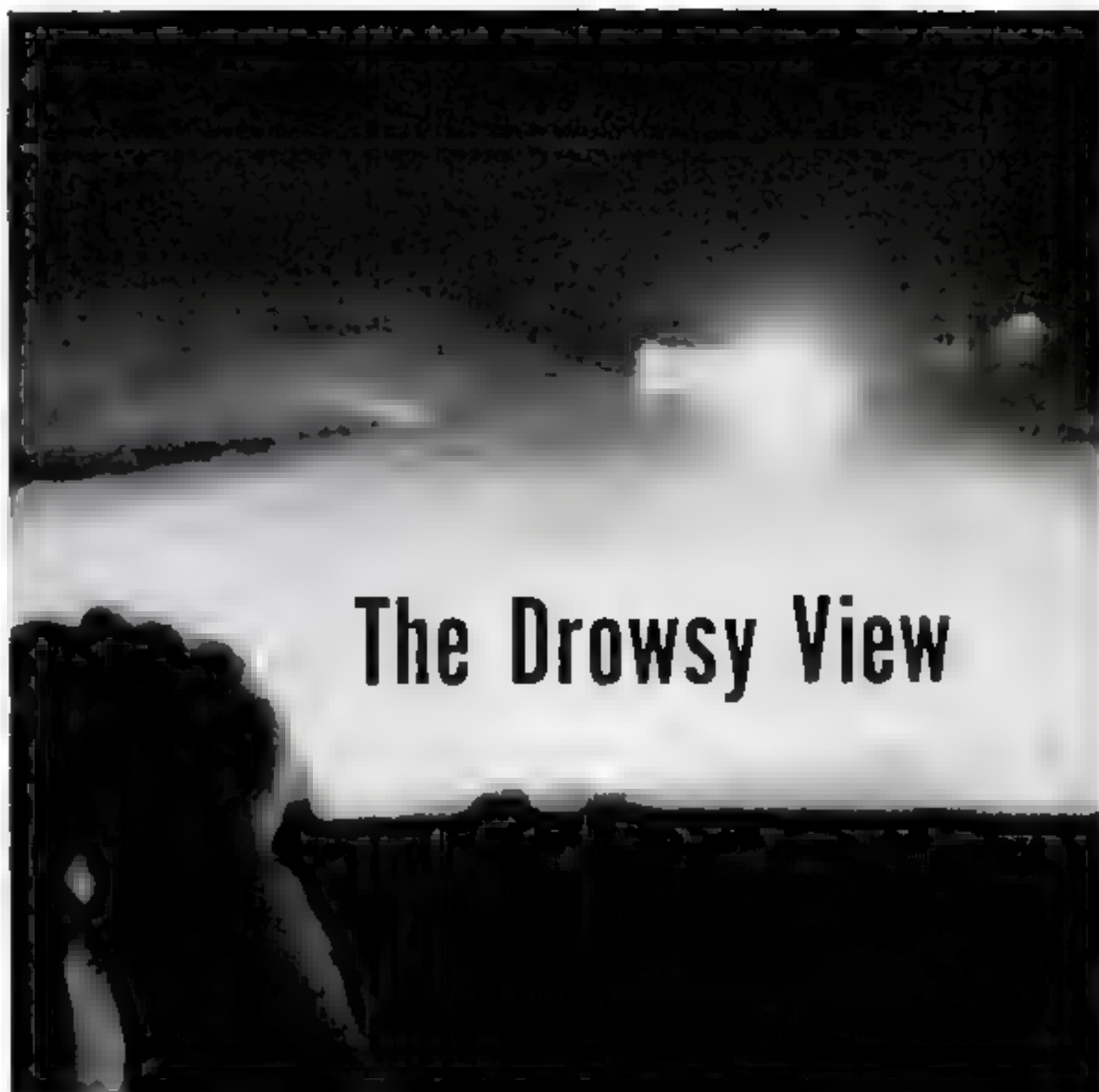
A crushing blow

ONE evening Mrs. Newton Browder heard her husband shuffle into the apartment. There seemed an unusually long pause between the opening of the door and the closing of it. She came out of the kitchen to greet him. His face was dark with dejection. She had never seen him look so utterly crushed; she would not have been surprised if he had begun to cry.

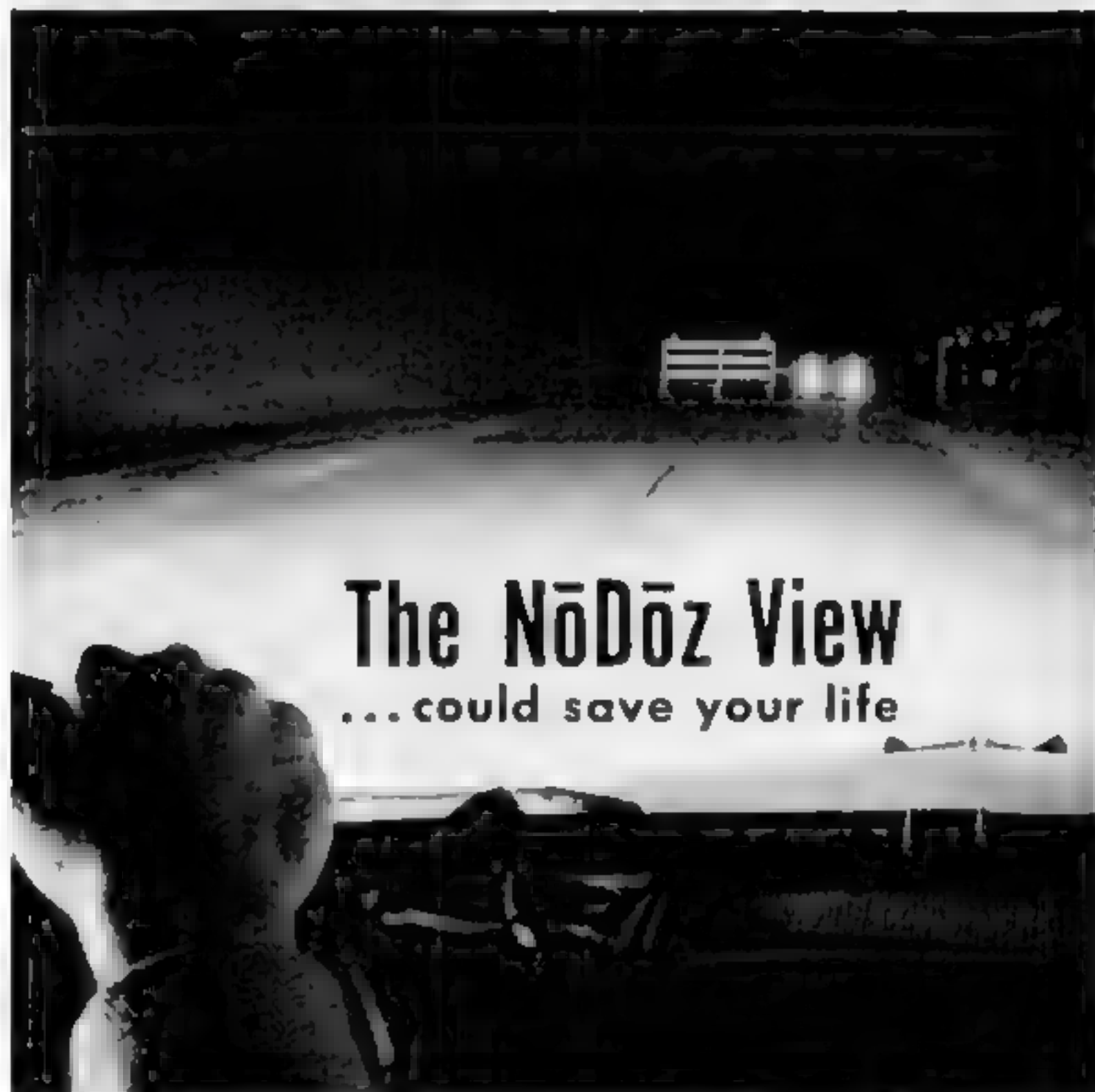
"It's Johnson," he said. "We lost everything off his back."

He slumped into a chair and was silent for a long time. Then he began to speak in a sad monotone. They had probably turned Clifford over too soon. Clifford had been restless. His twistings and turnings had taken a terrible toll. Every one of the thousands of laboriously

CONTINUED



The Drowsy View



The NoDōz View

...could save your life

Millions of times a year safe NoDōz® keeps drivers awake

Fight drowsiness and "highway hypnosis" with NoDoz, the safe stay awake tablet. NoDoz guards you with caffeine—the same friendly stimulant you enjoy in coffee and tea. Faster, handier, more reliable. Non-habit-forming NoDoz delivers an accurate amount of safe stimulation to keep your mind and body alert when driving—or while you work, entertain or study.

P. S. Be sure you have NoDoz when you need it. Keep a supply on your person or in your car, at home or at work. NoDoz could save your life.



NoDoz, the safe stay awake tablet
On sale everywhere
Another Product of Grove Laboratories



Mr. NEOLITE says:

For youngsters going back to school,
Here's a simple, thrifty rule —

HAVE THEIR SHOES REPAIRED WITH LONG-WEARING NEOLITE HALF-SOLES



Genuine
NEOLITE
HALF SOLES are
DOUBLE BRANDED™
for easy identification

NEOLITE Soles help shoes
look better, walk better,
wear better—help keep
the family shoe bills down!

MADE ONLY BY

GOOD YEAR



Watch the
award-winning
GOODYEAR THEATER
on TV every other
Monday evening

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.
THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio



SITE OF DISASTER is now occupied by a film delivery service. New building, erected in 1948, has roughly same L-shape as original Coconut Grove.

ORDEAL BY FIRE CONTINUED

planted grafts had shifted, pulled away and sloughed off. They would have to start all over again, right from the very beginning.

When Johnson had to be turned back to the uncomfortable position in which he had lain for months, he accepted it quietly. There was nothing to indicate the despondency he must have felt.

But he sent word to Coast Guard headquarters that he would like to see Harold Davis, the friend who had arranged for the date for him the night of the Grove fire. Davis and his girl had escaped without injury. Conversation between Clifford and Harold was awkward and halting until they were alone. Then Clifford said, "I want you to promise to do something for me."

Davis said he would try.

"No!" said Clifford, "I want you to promise!"

Davis hedged again, but added, "If it's something I can do, I'll do it."

Clifford hesitated. Then he said to Davis, "I want you to bring me a loaded gun."

Shocked, Davis flatly refused. After he left he wondered whether to break his solemn oath of confidence by telling Dr. Browder what Clifford had asked him to do. His final decision was to keep the secret. He did not disclose it until long afterward.

The drug habit

THIS was the only incident in Johnson's entire battle in which he displayed, even for a moment, any sign that he was not struggling his hardest to get well. Those who knew him believe this was only a temporary lapse of will. They are sure that if Davis had brought the gun, Clifford would have had him take it back again. Clifford was well known for fussing and grumbling, but his complaining was looked upon as the standard beefing that servicemen indulge in.

Unfortunately one thing Clifford Johnson now fussed for continually was codeine.

They had all known this was coming. Over the months codeine had provided the only respite from what might otherwise have been the most continuous and severe pain ever endured by a human. Clifford got codeine every day, and before each grafting session he got an extra dose. It was inevitable that he would become addicted. Even after his pain began to slacken, he demanded his dope. Mercy Smith had to listen to all manner of whining and pleading, but she would never let him have any more than his chart called for.

Even this was too much. Dr. Browder listened to his patient's complaints and watched the perspiration glistening on his face. He decided that the time had come.

There are many techniques for withdrawing narcotics from a person. This is the one Browder used:

"Now you listen to me—and you listen good. Do you know what you're doing with this stuff? You're making yourself a bum, just a plain bum, and you'll be stumbling around the streets trying to scratch up enough money to stay a bum. If you want to do that, it's O.K. by me. But I'll tell you one thing, Sonny Boy, you're not going to be a bum on me. And you're not going to be a bum on this hospital, either.

CONTINUED



Scientific medication works fast to

HEAL DOGS' ITCH-SORES

STOPS SCRATCHING IN MINUTES

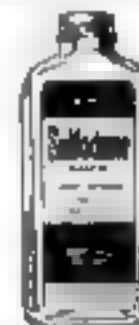
SULFODENE is an amazing scientific medication that kills fungus spores picked up in weeds and grass, the cause of scratching in 7 out of 10 cases.

Discovered by a famous veterinarian, Dr. A. C. Merrick—**SULFODENE** works almost instantly to stop fungus itch (often called 'summer itch,' 'mange,' 'eczema,' or 'hot spots'). Quickly promotes healing. Even the most frenzied itching relieved instantly. Open sores heal over. Scales disappear... hair grows back!

Guaranteed to work or money back! Used by kennels and leading veterinarians. At all drug stores, leading pet shops and pet supply departments. Long-lasting bottle only 98¢. (New large economy size \$1.79.)

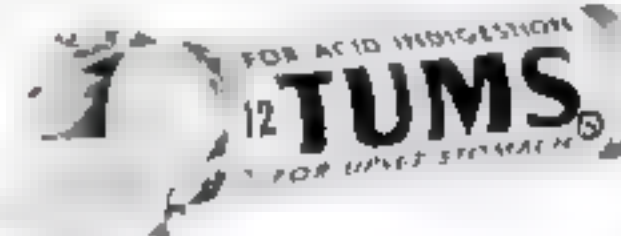
Dr. Merrick's
Sulfodene

LIQUID MEDICATION
Wentworth Vet. Prods., White Plains, N.Y.



STOM^{ach} gas?

KEEP YOUR TUMMY
UNDER TUMS CONTROL!



GET TUMS ECONOMICAL 3-ROLL PACK

VISCOUNT

4 Transistor Radio—Pocket Size
7 Transistor Radio—3 Speaker
Sewing Machines—Latest Automatic Zig Zag
Nationally Distributed—See Your Nearest Dealer

Prev^{NEW} "Magic Tissue" DEODORANT

Bath to bath protection. Like a cleansing tissue—use and discard. Mildly fragrant. Will not stain clothing. Re-usable plastic box can be carried in pocket or purse.

• Economical
• Sanitary
• Safe

The entire family can use Prev for each tissue is discarded after use.

SEVERAL MONTHS' SUPPLY

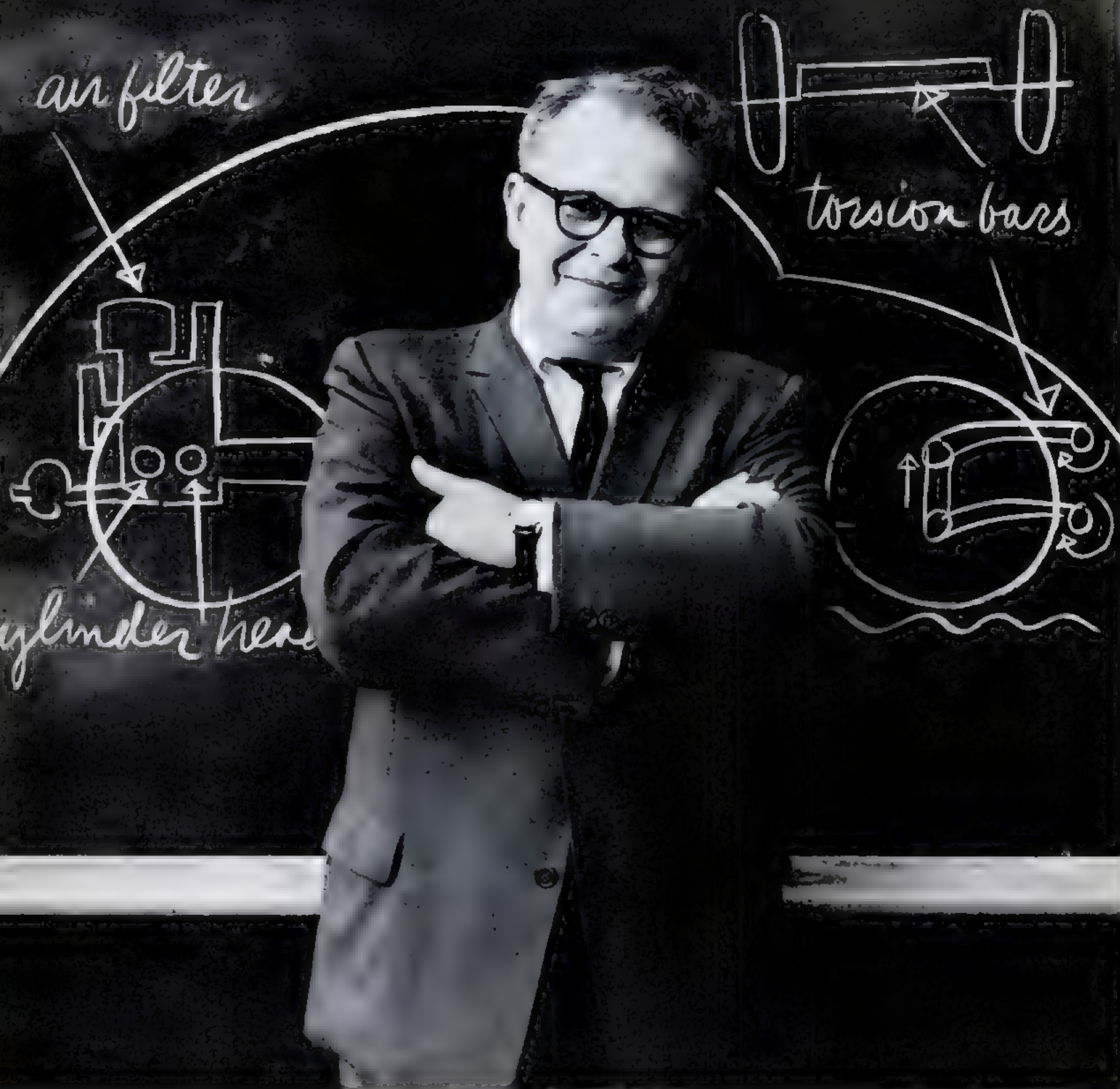
50 TISSUES

ONLY 63¢ PLUS TAX

Pharm-Pop
PRODUCT

RICH PRODUCTS St. Louis 10, Mo.





© 1969 VOLKSWAGEN. *SUGGESTED RETAIL PRICE

Gerhard Baecker teaches Volkswagen

(Or why Volkswagen service is as good as the car)

Gerhard Baecker, schooled in Wolfsburg, Germany, now teaches Volkswagen in the United States. Like most teachers, Gerhard believes in what he teaches. He shares wholeheartedly the Volkswagen philosophy: the car is only as good as the service it gets.

As a result, you'll find Volkswagens are serv-

iced only by graduate mechanics trained to demanding Volkswagen standards.

Volkswagen service is fast. Your Volkswagen engine can be removed and replaced in 90 minutes. A fuel pump installed in 20.

Every authorized Volkswagen dealer has a complete inventory of VW parts on hand.

There's no wait, no substitution.

Volkswagen parts are inexpensive. A new front fender is \$21.75,* a cylinder head \$19.95.*

If you've been thinking about buying the Volkswagen, isn't it nice to know the service is as good as the car?



HAGGAR "TWIN 64" SLACKS



New 55% DACRON-45% Worsted Slacks give you more comfort, lasting press

They're wonderfully warm without excess weight . . . and you can wear them from now through Spring. The perfect blend of 55% Dacron* and 45% Worsted gives Haggar "Twin 64" Slacks unexcelled press retention and wrinkle recovery . . . a new luxury look and feel.

Tailored for perfect fit in Haggar's conventional pleated model (shown above) \$14.95. Also in new beltless Tourney Model—\$15.95. At better stores everywhere.

*Dacron is DuPont's registered trademark for its polyester fiber.



MORE MEN WEAR HAGGAR SLACKS THAN ANY OTHER BRAND • HAGGAR COMPANY • DALLAS

ORDEAL BY FIRE CONTINUED

"I know when you've got pain, and I know when you haven't got it. And when you've got pain, I'll do something about it. But as of right this minute you're off that stuff in this hospital. You can holler and you can yowl all you want to, but you don't get any more. Do you understand me?"

"Yes, sir," said Johnson.

"All right then. This is the end of it."

They cut him off clean. Clifford went through hell for the next five days. The night nurses were sure that he was not sleeping at all. He groaned, he loudly cursed the whole world, and he treated Dr. Browder with open hostility. But he did not once ask to be given another shot.

On the sixth morning he woke up smiling. He told Mercy Smith a long, slow story about how he used to walk through the woods in Missouri, just watching the squirrels and the birds. Dr. Browder knew Johnson had licked something that could have been just as dangerous as any of his other sickbed crises.

From about the time Clifford went off codeine, he began to avail himself of a special form of self-prescribed therapy: girls. He adored them, and he had a charm that brought them in gushing droves to his room. The student nurses, the aides, the young graduates—all made him their pet.

Mercy Smith was amused and amazed at his technique. She acknowledged, too, that he cut quite an appearance for his guests. He had a handsome face which had healed without a noticeable scar. He was much more at ease on his back, she noticed, for then he could conceal the burn-induced bald spot on the back of his head by pressing it into his pillow. He eventually hid the spot with a small toupee.

The visits of the girls were only incidents in the long, steady grind of grafting. With each session Dr. Browder reduced the area through which Clifford could lose body fluids. This meant that less and less of the enormous quantity of protein that he was taking in would be lost. Instead his body could use it to rebuild muscle and tissue. Soon he began to show signs of the robust health which had helped carry him through his ordeal.

Four months of surgery

HIS returning fitness made possible an incredible concentration of surgery over a four-month period. Dr. Browder worked through 21 surgical sessions on the grafting alone, taking between 25,000 and 30,000 pinpoints of skin and transplanting them onto the burns. There were some particularly bothersome areas. Around Clifford's elbows and shoulders the scarred tissues had webbed together so that Clifford could not move his arms at all. And the bone infection in the leg was especially stubborn. Finally Dr. Browder managed to get the bone covered, but he was pretty sure Clifford would continue to have trouble with it.

In the months after it had become clear that Clifford would recover, he came under the surveillance of a battery of doctors, nurses, chemists, technicians, specialists and medical photographers. His case produced an astonishing collection of statistics. He had received 100 blood and plasma transfusions. The daily case record ran to hundreds of pages, stacking up more than a foot high. The hospital's official photographer, Leo Goodman, documented the case with more than 600 pictures of Clifford's body, most of them in color. It has been estimated that the total cost of his treatment, borne largely by the city, the federal government and the Red Cross, was \$110,000 (not including the fees his doctors would have received if he had been a private patient).

But although Clifford was now definitely on the mend, his struggle did not end with the completion of the grafts. For six months he had been unable to move at all, and his joints had become stiff and useless. Also the grafted skin became fantastically tough—as stiff and unyielding as a hide of tanned leather. Dr. Browder faced the problem of loosening him up without breaking any of the board-hard skin.

Every day Mercy Smith and a physical therapist, Adelena Kelly, rubbed the grafts with cocoa butter. Gradually the skin began to soften. Then they started to exercise Johnson. Physical therapy is hard work for the therapist, but it is torture for the patient. When Mrs. Kelly bore down on his knee, he felt the protesting stretch of tendons, ligaments and muscle fibers. Clifford groaned and grumbled and hollered in protest as Mrs. Kelly and Mercy worked on him. But he never once told them to stop. The two nurses would stand on opposite sides of the bed and pitch his stiff leg back and forth between them, sometimes for an hour at a stretch.

On July 28, 1943 Clifford sat up for the first time. His knees were still stiff and he could raise his arms only as high as his shoulders, but he was delighted with himself. On Aug. 31 his feet touched the floor. He put his arms around Mercy and Mrs. Kelly and, with

CONTINUED

HAGGAR

tailors these fine "Twin 84" slacks with the
unmistakable advantages of "DACRON"

relax...
DACRON
keeps your
fall slacks
pressed

These fine fall slacks of "Dacron"*
polyester fiber with worsted
look and feel like a million. And, thanks
to "Dacron", these slacks stubbornly
hold a sharp crease, resist
wrinkles, wearing after wearing
... no matter how active you are.
See these new, comfortable fall slacks
of 55% "Dacron" with 45%
worsted in many handsome shades.
The slacks shown here, about \$14.95,
at fine stores everywhere

DACRON®

POLYESTER FIBER

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



*Du Pont's trademark. Du Pont makes fibers, not the fabric or clothes.





Don't be a STRANGER... in your **NEW** Home Town

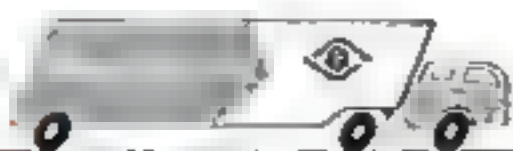


Let Moving Consultant
BETTE MALONE
help you know
your way around

If you're moving to a distant city soon, and would like to know more about its churches, schools, shopping centers, transportation and other facilities, write Bette Malone, Dept. LF1, United Van Lines, St. Louis 17, Mo. She'll send you this information along with other helpful hints for enjoying a more pleasant moving day...all without cost or obligation.

And for safe, convenient "Pre-Planned" moving service in exclusive Sanitized vans, call the friendly United Agent in your community. He's listed under "MOVERS" in the Yellow Pages.

United Van Lines



MOVING WITH CARE
Everywhere

ORDEAL BY FIRE CONTINUED

their support, traveled about eight feet to a chair. On Sept. 14 he walked by himself for the first time. "Ain't that something!" he said.

In the middle of November, Clifford was walking fairly well. He practiced by visiting every corner of the remarkable institution that had helped save his life. On one of these trips he slipped on the marble floor and fell on his left leg. The fall reactivated the stubborn bone infection there, and he had to go back to bed.

But on Nov. 26, two days before the anniversary of the Coconut Grove fire, Clifford Johnson put on his dress uniform and was taken to the Brighton Marine Hospital in Boston to convalesce. Throughout most of the next year he returned to City Hospital for more skin surgery by Dr. Browder.

By then Dr. Browder had distilled, from the welter of data on Clifford, what was probably the most sought-after medical lecture ever given in Boston. He gave it dozens of times. One night he delivered it to a group of student nurses in an out-of-town hospital. Mrs. Browder went with him. After he finished showing the scores of slides and telling of the many crises of the Johnson case, the lights in the auditorium were turned on and Dr. Browder told the girls he had someone with him he wanted them to meet. In came a tall, handsome Coast Guardsman with a winning smile.

"Girls," Dr. Browder said, "this is Clifford Johnson."

Clifford glanced amiably from one face to another—probably picking out the pretty ones. The girls looked back for a moment, then broke into thunderous applause that lasted more than a minute. Mrs. Browder looked around and saw that nearly all had tears in their eyes. She saw, too, that Clifford was eating it up.

On Sept. 5, 1944, almost two years after the fire, Clifford was honorably discharged from the United States Coast Guard and went back to his home in Missouri.

TWO years after returning home he bumped against an egg crate and the bone infection recurred in his left leg. Back to Boston City Hospital he went, and there he met a pretty student nurse named Marion Donovan, who was to graduate from training that September. Marion was no more immune to Johnson's magic than any of the other girls, but her case was different: Clifford fell in love with her. On Sept. 10, 1946 they were married.

The important thing to remember about Clifford Johnson from this point on is that he and his wife had 10 happy years together in the farm country that he loved. These were 10 years which no one ever expected would be his to live through at all. But they are years that seem to lose their sweetness when the final fact of Clifford Johnson's life is told. This is a fact of such bitter and outrageous irony that not one of the people who knew and loved him can bear to talk about it.

After trying several occupations, Clifford got a job as a game warden in his home town of Sumner, Mo. This brought him what was probably the best year of his life. His work kept him outdoors in the woodlands and countryside he had always enjoyed.

On Dec. 19, 1956, Clifford was driving home from the game preserve in a Jeep. There was soggy snow on the ground and thick, rising fog. His Jeep struck a soft shoulder, darted off the road and turned over. He was pinned under it alive.

In the crash the Jeep's gasoline tank had broken. Gasoline soaked the entire vehicle and ran down all over Clifford. When it reached the hot block of the engine, it burst into flame.

And so Clifford Johnson died a terrible death in fire.



HAPPIEST TIME of Johnson's life began with his marriage in 1946 to Marion Donovan, a nurse he met in hospital. This was their wedding picture.

PEOPLE
TRY IT...
AND THEY
LIKE IT



They like light, bright
Black Label... and they like
its friendly, local price, too!
Carling, now fifth largest
brewer in the nation, hit a
new sales high of more than
3,500,000 barrels last year, an
unprecedented climb from the
360,000 barrels of nine years
ago. Next time, won't you try
Black Label? You'll like it, too.
Just ask for it with the happy call,

"Mabel, Black Label!"

CARLING

Black Label
BEER



The Best Beers in the World come from Carling BLACK LABEL BEER • RED CAP ALE • STAG BEER • CARLING BREWING CO., INC.,
CLEVELAND, O., ATLANTA, GA., BELLEVILLE, ILL., FRANKENMUTH, MICH., NATICK, MASS., TACOMA, WASH.

You really taste



Fresh n' sunny PINEAPPLE-GRAPEFRUIT



Sweet n' sassy PINEAPPLE-ORANGE

that's why you'll love all 4

DEL MONTE[®]
JUICE DRINKS

the fresh fruit!



Smooth n' luscious **PINEAPPLE-PEAR**



Gay, enticing **ORANGE-APRICOT**

Try these four deliciously different DEL MONTE Juice Drinks. Each is so skillfully blended that you really taste the fresh fruit! It's the secret that's made DEL MONTE Pineapple-Grapefruit Drink a runaway favorite across the country.

And now Pineapple-Orange, Pineapple-Pear, and Orange-Apricot have joined Pineapple-Grapefruit Juice Drink. Take the whole family of DEL MONTE Juice Drinks home to your family soon.

20 fun-time recipes: Quick and easy drinks, salads, desserts
Send 10¢ with your name and address to DEL MONTE Juice Drink Recipes, P. O. Box 111-A, San Francisco 1, California.



← All Vitamin-C Enriched →

THE MAN WHO THINKS FOR HIMSELF KNOWS:
Only VICEROY has a thinking man's filter...a smoking man's taste!





ALL SMILES AT KRISTIANSAND AIRPORT, ANNE MARIE RASMUSSEN IS FLANKED BY HER FATHER, KRISTIAN, AND FATHER-IN-LAW-ELECT, NELSON ROCKEFELLER

Clans Meet for THE Wedding

ROCKEFELLERS AND RASMUSSENS GIVE SOEGNE A DAY TO REMEMBER

The pretty blond Norwegian girl stood smiling at the airport between her father, a retired grocer little known outside the neighborhood of his small community of Soegne, and her future father-in-law, a millionaire politician who is known the world over. Norway had never seen anything like the prenuptial hubbub that surrounded the wedding of Anne Marie Rasmussen and Steven Rockefeller. As the Rockefellers began arriving, a horde of well-wishers and newsmen took over nearby Kristiansand, where the Rockefeller family stayed. Two days before the wedding Soegne's two-man police force gave up trying to keep the crowds in order

—and the Home Guard was alerted for the first time since World War II. The night before the wedding Steven's father, New York's Governor Nelson Rockefeller, flew in and touched off pandemonium. Acting every bit the candidate, Rockefeller enjoyed the mob scene at Kristiansand's airport and shook hands with everyone he could reach on the way to a family dinner of lobster and roast lamb at the Rasmussens'. Next day Anne Marie and Steven were married in a quiet 45-minute ceremony. As befitting the father of the bridegroom, Nelson Rockefeller shunned the limelight. He said: "This is Anne Marie and Steve's day, not mine."



ANNE MARIE'S SMILE broke out as Steven told a joke at Kristiansand while they waited for New York plane bringing

Steven's best man and three of his ushers. Best man, Jerry Riggs of Omaha, Neb., was Steven's Princeton roommate.



ANNE MARIE'S ZITHER was a present from Steven. Because she could not take family zither with her, he bought

her one in Kristiansand music store. It cost \$15. They also bought a book of Norwegian folk songs and a book of hymns

FAMILY PORTRAIT outside the Rasmussen home includes (from left) Mrs. Rodman Rockefeller, Rodman, twins Michael and Mary Rockefeller, the governor, Ann Rockefeller Pierson, the governor's wife Mary, Anne Marie and Steven,

Anne Marie's father Kristian Rasmussen, his wife Louise and Anne Marie's sister Torhild, maid of honor. Brothers Rodman and Michael were ushers for Steven. Anne Marie wears traditional embroidered dress called in Norway a *grøfdrakt*.







*Reach for
the Favorite!*

More Americans enjoy Black & White
than any other Scotch whisky! Reason?...
unchanging quality and character...
always gently light, yet rich in genuine
Scotch flavour. Sensibly priced, too!



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

THE WEDDING CONTINUED



MISS RASMUSSEN, on way to the church, is accompanied by her father. Anne Marie carries wedding bouquet of white carnations and yellow roses.



MRS. ROCKEFELLER smiles radiantly, leaving church with her husband. Steven carries Bible presented the couple by minister who married them.



Quality at your feet

Robin Hood shoes fit... fit... and fit

and here's how your Robin Hood retailer makes sure your child gets all the benefits of this quality shoe



- 1.** Careful measurement is taken of both feet. Longest length and widest width determine the shoe size.



- 2.** Toes have plenty of room to move around. Shoe is fitted to allow ample toe room.



- 3.** Ball of foot is fitted to widest measurement of shoe.



- 4.** Heel is fitted for a firm grip at top and bottom.

Your Robin Hood retailer carries this unusually large range of sizes and widths to assure you of the *exact* fit your child should have.

499 to 799 Higher Denver West

	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	1	1 1/2	2	2 1/2	3
A	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Robin Hood



Robin Hood Division, Brown Shoe Company, St. Louis

A STYLE, SIZE AND WIDTH TO FIT EVERY CHILD

MISCELLANY



RAINBOW BRITCHES AT BAD AXE

Lining the grandstand at a Bad Axe, Mich. playing field, these high school boys in sherbet-colored pants look like the loudest rooting section in the land. Called "spikes" because of their tapered appearance at the ankles, the trousers are a classroom uniform for the fad-conscious half of Bad Axe High School's

180 male students, and a sharp break in tradition for their manufacturer. Since 1873 Levi Strauss and Company has been making Levis, or blue jeans, for cowboys, workingmen and teen-agers. The gaily tinted trousers represent the company's most radical deviation from the familiar solid blue line of Levis.



ERIN O'BRIEN, co-starring in "John Paul Jones,"
a Warner Bros. release.



THE BEER THAT MADE MILWAUKEE FAMOUS
© 1959 Jos. Schlitz Brewing Co., Milwaukee, Wis.

Know the real joy of good living...

Schlitz sails right through your thirst. Light, refreshing Schlitz . . . it's a natural part of good living. Do as your own taste for quality tells you. When you order beer, ask for Schlitz.

Move up to quality...move up to Schlitz !

BE REALLY REFRESHED...WITH COLD CRISP COKE!

REG. U.S. PAT. & OFF.



Only ice-cold Coca-Cola gives you the cheerful lift that's bright and lively . . . the cold crisp taste that so deeply satisfies. No wonder it's the real refreshment . . . anytime . . . anywhere! Pause . . . for Coke.

Get Coke in King Size, too.
Now available almost everywhere.



King • Regular



for THE PAUSE THAT REFRESHES

COPYRIGHT © 1966 THE COCA-COLA COMPANY. "COKE" IS A REGISTERED TRADEMARK.